

Business Model Canvas

Jewellery

Key Partners

Dzūkija National park, Merkinė Culture Centre, the enterprise “Merkinės fabrikas”, Merkinė Regional museum, local restaurants, Inovatyvi karta

Key Activities

Cleaner environment
Attractive and original toys
Entrepreneurial experience for young people and the community of the town.
Closer community relations
School collaboration with business

Help is provided by folk artists who are partners and they provide raw materials and tools. Students, cleaning the environment, collect plastic and cans, the elements of which are used for making products.
Cords and threads are from personal reserves

Value Propositions

It is important that not only the environment is cleaner, things get a new life, but also the cooperation of teams. Communication and cooperation between people of different age groups is encouraged. Human and commercial relations are created with business plan implementers, sponsors, partners and helpers.

Customer Relationships

Sustainability is fostered. People of different ages (the elderly support the young) will enjoy exceptional, unique works. One-of-a-kind works are environmentally friendly, minimalistic, so they can be easily combined with outfits.

Channels

Varena district press, Social networks, Facebook pages, “Merkinė Vincas Kreve Gymnasium“, “Kreve Student Council“, “Young Entrepreneurs of Merkinė“, “Merkinė Community”, Instagram; Leaflets in public places (Merkinė Region Museum, Dzūkija National Park, Varena Education Center, Merkinė Culture Center).

Customer Segments

Children
Youth
Families
Tourists
The elderly
Town community

Cost Structure

Set of beads: 5.00 Eu.
Clasps for necklaces and bracelets: 0.30 Eu per unit
Wire roll (8 m): 1 Eu,
Clamp: 0.30 Eu.
Brooch needle: 0.40 Eu
Paint: 10 Eu.
Cost of one piece of jewellery: 3 Eu.
Planned selling price: 10 Eu.
Half-year expenses: 150 Eu.
"Innovative Generation" contributes materials for 50 Eu.
It is expected to allocate 50 Eu for unforeseen expenditure (OUTSIDE budget)

Revenue Streams

About 50 pieces of jewellery are planned to be produced in half a year. If necessary, the production volume can be expanded.
Profit from the sale of 1 piece of jewellery: about 7 euros.
Half-yearly planned income: 500 Eu.
Profit: 350 Eu
Income for collected and sold plastic: 10 Eu
Advertising on free websites.

