

# Business Model Canvas

Designed for:  
BachelorPrint

Designed by:

Date:

Version:

## Key Partners

- Material suppliers
- Logistics companies
- Academic institutions

## Key Activities

- Design
- Printing and binding
- Marketing/content
- Website development

## Key Resources

- Supplier network for materials
- Printing and binding machinery
- Staff (IT, customer service, marketing)

## Value Propositions

- High-quality printing for academic documents
- Wide range of customization
- Fast processing and delivery times
- Easy-to-use online platform for ordering

## Customer Relationship

- Online self-service
- Customer support (e-mail, telephone)
- Community engagement (through blogs, social media)

## Channels

- Website (www.bachelorprint.com)
- Social media (Instagram, TikTok, X, Facebook, YouTube)

## Customer Segments

- University students
- Ph.D. students
- Academic institutions
- Researchers and academics

## Cost Structure

- Operational costs
- Technological maintenance
- Employee salaries
- Marketing and advertising

## Revenue Streams

- Direct sales from printing services
- Complementary products (plagiarism checks, proofreading services)