

# Business Model Canvas

## Key Partners (12 & 13)

Key Partners	Details of the Key Partner
Strategic partners - Competitors	<ul style="list-style-type: none"> <li>Ready Mix Concrete</li> </ul>
Strategic partners - Non-Competitors	<ul style="list-style-type: none"> <li>Consulting Civil Engineer</li> <li>Consultants</li> </ul>
Customers	<ul style="list-style-type: none"> <li>Engineers</li> <li>Main Contractors</li> <li>Sub contractor (Masthri)</li> </ul>
Suppliers	<ul style="list-style-type: none"> <li>Aggregate suppliers</li> <li>Logistics vendors</li> <li>Testing laboratories</li> <li>Water Suppliers</li> <li>Contract labourer suppliers</li> </ul>
Service providers	<ul style="list-style-type: none"> <li>Bar benders</li> <li>Shuttering services</li> <li>Electrical contractors</li> <li>Concreting team</li> </ul>
Financiers	<ul style="list-style-type: none"> <li>Secured loans - Bankers</li> <li>Unsecured loans - Friends and Relatives</li> </ul>

## Key Activities (15 & 16)

Function wise
1. Sales
2. Marketing
3.Strategy: Strategic partners - Non-Competitors - (Consulting Civil Engineer & Consultants)
4. Production: Staffs (Civil technicians and Supervisors)
5. Production: Strategic partner - Suppliers (Aggregate, Logistics vendors, Water Suppliers)
6. Production: Strategic partners - Service providers (Shuttering, Barbending and Concreting)
7. Accounts & Finance:

## Key Resources (10 & 11)

### Physical resource:

- Raw Material - Key Raw materials - Coarse aggregate, Fine aggregate, Steel & Cement
- Machineries - Key machineries - Delivery trucks, Bar-bending, Shuttering and Concreting equipments (Can be leased)
- Lab testing equipments - fixed at plant and mobile lab - (Should be owned)

### Intellectual resource:

- Brand - Concretia
- PWD approvals
- Lab certifications
- ISI certifications

### Financial resource:

- Working capital funds from bank
- Supplier credit
- Advance from customers

### Information technology (Software) resource:

- Salesforce app
- Order Easy app
- Go Deliver app
- Production app

### Human Resource:

- Professionals
  - Structural engineers
  - HR professional - to train skilled labourers
  - Legal advisors
  - Software developers
  - Trainers - Driver / Bar benders / Shuttering people / Concrete team
- Skilled manpower
  - Bar benders
  - Shuttering people
  - Concrete teams
- HR Intellectual
  - Civil engineering expertise
  - Structural engineering knowledge
  - Consultants
- Staffs
  - Production staffs
  - Administrative staffs
  - Sales and Marketing staffs
  - Technical staffs

## Designed for:

CONCRETIA

## Value Propositions (4)

**Value Proposition: "To give a "Peace of Mind" concreting experience - How?**

- Tension** இல்லாமல் காண்கூட போட சரியான வழி
  - Pain points we resolve:
    - Mental Pressure and agony during the day of the concrete
    - Material stocking & coordination
    - Managing labourers
- Transparency** in the materials used for concreting
  - Pain points we resolve:
    - They could view physically the materials that are used for concreting are the best
    - Resolving the quality doubt - Aggregate and Concrete
- Guaranteed Concrete**
  - Pain points we resolve:
    - zero water leakage
    - Cube test certificate
    - Smooth finish - Honey comb free concrete
    - Level of the roof
- Cost Saving**
  - Pain points we resolve:
    - Plastering free concrete - For commercial buildings plastering can be avoided

### What differentiate us from others (USP)

- Lab tested Blue Metal (ingredient to the concrete)
- PWD approved M-Sand (ingredient to the concrete)
- Best practices in shuttering formwork
- Labour management
- Process of concreting - using vibrators, monitoring the water cement ratio
- After concrete monitoring the curing process
- Test certificate proving the strength of the concrete
- Giving technical expertise only even though the customer doesn't give orders
- Giving a simple checklist to do a better concrete to the customers

### Which customer needs are we satisfying?

- Peaceful experience during concreting their building and at the same time achieving better strength without leakages with the same amount they spend
- Timely completion of concrete

### Customer - Reason to believe

- Concrete guaranteed certificate by approved labs
  - Before and after concreting
  - Testing the ingredients of the concrete
  - Cube test certificate
  - Durability test certificate

## Designed by:

Sivaram K

## Customer Relationships (8 & 9)

- Giving the civil engineering students opportunity for apprenticeship
- Distribution of Lord Narashima photo and tulsi plants
- Free concreting solutions to the Eng. / Contractors / DBO
- Conducting contest / competitions to the students of the civil engineering colleges
- Details of the engineers and other construction related services with price updates in website
- Giving updates regarding the construction industry in Tamil short audio or video through igital marketing
- Distribution of holy things during exhibitions
- Sopnership for events by Eng. Assn.
- Annual loyalty program

## Channels (5,6 & 7)

### Owned:

- Direct Site visit - Field Sales team
- Direct Account visits - Field Sales team
- Direct Account (Customer) / site (Construction site visit - Technical experts
- Personal Phone calls - Telecaller
- Logistics coordination - Despatch coordinator
- Logistics coordination - Logistics driver
- Participation in Industry related Trade Shows - Moat
- Website
- Digital marketing - Social Media
- Digital marketing - WhatsApp
- Mobile App - OrderEasy App
- Mobile App - GoDeliver App

### Earned:

- Word of Mouth - Customer reference

### Paid:

- Membership in related Associations
- Sponsorship
- SEO

## Date:

26/06/21

## Version:

Version 1

## Customer Segments (3)

### Segmenting:

Based on construction site size:

- Small site - less than 1250 sq.ft - ~~Non-focus~~ segment
- Medium site 1250 - 2000 sq.ft - Focus segment
- Large site - above 2001 - 3500 sq.ft - Focus segment
- Projects - Apartments / infrastructure - ~~Non-focus~~ segment

Based on who will execute the concrete work:

- Engineers - Focus segment
- Main Contractors - Focus segment
- Sub contractor (Masthri) - Focus segment
- Direct Property / Building Owners - ~~Non-focus~~ segment

### Concretia's customer segment:

Concretia's customer segment is those site with the size above 1250 sq.ft. and below 3500 sq.ft. handled by Engineers, Main-Contractors & Sub-Contractors.

Customer segment	Order of Value proposition
Engineers	Guaranteed Concrete No tension Cost saving Transparency
Main Contractors	Cost saving Transparency Guaranteed Concrete No tension
Sub contractor (Masthri)	Cost saving Transparency Guaranteed Concrete No tension

Customer Validation:	Segment	Building size
GM Constructions	Engineers	Building size: Medium & Big
KSK Construction	Engineers	Building size: Medium & Big
Er. Thirunavukarasan	Engineer	Building size: Medium & Big
Er. Dharmarajan	Engineer	Building size: Medium, Big & Projects

Note: Customer validation in progress, all the segment has to be tapped

## Cost Structure (14)

Cost Driven	Capital cost	<ul style="list-style-type: none"> <li>Lab testing Equipments / Mobile live lab testing equipopments / Technology</li> </ul>
	Variable cost - 86%	<ul style="list-style-type: none"> <li>Aggregate - Coarse and Fine / Water</li> <li>Labour cost - Bar bending / Shuttering / Concreting team</li> <li>Test reports - Before and after Concrete</li> <li>Commission payment to the Sub -Contractors</li> </ul>
	Fixed cost (yet to be arrived)	<ul style="list-style-type: none"> <li>Production / Sale / Finance</li> </ul> (Our existing administrative staffs and sales staffs resources can be used for this also)
Value Driven	Investment:(Intangibles) <ul style="list-style-type: none"> <li>Marketing</li> <li>Customer service</li> </ul>	<ul style="list-style-type: none"> <li>Frictionless customer channels</li> <li>Enhancing customer touch points</li> <li>Building customer relationships</li> </ul>

## Revenue Streams (10)

### Current possibilities:

#### Fixed standard price based on volume

- Revenue form site mix concreting - Materials offered
- Revenue form site mix concreting - Services offered
- Revenue from giving the structural drawing for roof concrete (if they don't have)

### Future possibilities:

#### Dynamic pricing based on the technicalities involved

- Giving technical expertise regarding all concrete related issues based on the technacalities involved

#### Fixed standard price based on volume

- Sale of Bagged concrete - Fixed standard price
- Sale of Mortar - Fixed standard price