

Business Model Canvas

Introduction to the Business

Organic Delight Market is a supermarket chain in the United States. Organic delight shop, as a grocery and health food store, offers a diverse selection of items to its customers, ensuring that they do not feel compelled to switch to inorganic or chemical products. 365 daily value, Organic delight consumer brand, and engine 2 plant-strong are among these product lines. Customers who are unable to pay more are served under 365 daily value, which offers a variety of low-cost items. Organic delight market brand caters to consumers who are concerned with product quality and prefer an increasing number of premium items. Customers who choose to eat vegetarian and others who have dietary limitations have their own groups. Engine 2 plant-strong is the brand name for these products. The first is a label called Whole Trade Label for goods that come directly from manufacturers, and it serves as a guarantee for product quality, sustainability, and labor standards, among other things. Organic delight market's entire strategy is to appeal to the needs of price-conscious consumers, quality-conscious customers, and customers with unique dietary requirements.

Business Model Canvas

<i>Key Partners</i>	<i>Key Activities</i>	<i>Value Proposition</i>	<i>Customer Relationships</i>	<i>Customer Segments</i>
<ul style="list-style-type: none"> • In 2007, Organic Delight Market Inc. and Wild Oats Market Inc. both made a profit. • Local and foreign wholesale 	<ul style="list-style-type: none"> • Managing a large procurement network • Supply chain management • Manufacturing • Managing the distribution network 	<ul style="list-style-type: none"> • Commodity quality-Organic Delight Market sells only those products that fulfil its standard of quality requirements as a natural product. 	<ul style="list-style-type: none"> • Its dedication to organic and ethical procurement • Rating system- This is an attempt to provide complete clarity in the buying process for their 	<ul style="list-style-type: none"> • Customers who are more affluent who have a desire to consume balanced, natural foods and are willing to pay a premium for organic and fair trade items.

<p>manufacturers and vendors</p> <ul style="list-style-type: none"> • Supplier and procurement partners • Amazon's \$13.7 billion purchase of Organic Delight • Agriculture and sustainability partners • Whole trade certifier partners • Vendor partners • Strategic and alliance partners. • The company has also partnered with infor to develop a new cloudbased retail management 	<ul style="list-style-type: none"> • Human Resource Management • Customer Support • Buy orders • Deliveries of groceries • Catering facilities for holiday meals • Information technology production • IT management and upkeep 	<ul style="list-style-type: none"> • To promote good and trustworthy farming and manufacturing procedures. • Being environment friendly and socially responsible • Consumers have access to online services (including health eating suggestion, recipes, delivery and revenue knowledge, and locations of outlets) • The Organic Delight Industry donates at least 5% of its total net income to charitable organizations. 	<p>customers. For different departments, Organic Delight Market has established a range of in-store rating systems.</p> <ul style="list-style-type: none"> • Accessibility and flexibility • The 365 stores provide a loyalty program, coupons, and online shopping options. • The company's catering service is also available on a self-service basis through its online sales platform. • Organic delight offers a more customized experience to its consumers across an international chain of retail stores having the company's sales 	<ul style="list-style-type: none"> • Females ranging from the age 25 to 39 who have above \$1.000 in monthly net earning.
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<p>solution and with Baroo to offer get concierge services</p>			<p>team for supporting customers face to face.</p> <ul style="list-style-type: none"> • Atmospheric engagement • Plastic removal • Animal care that is humane 	
	<p><i>Key Resources</i></p> <ul style="list-style-type: none"> • Intellectual properties • Goods and supply chain • Online shopping platform • IT and networking networks • International network of physical retail outlets • Collaborations • Personnel • 400 physical stores to Amazon's ecommerce assets 		<p><i>Channels</i></p> <ul style="list-style-type: none"> • Ordinary stores • Organic delight business 365by Prime (Amazon) • Desktop and web channels • Facebook • Twitter • Pinterest • Google+ • Instagram, YouTube • Snapchat • Phone or online contact form • Newsletter • Whole Planet Foundation 	

	<ul style="list-style-type: none"> • GMO (genetically modified organism) food labelling • The company's whole product line • Organic Delight is the first grocer in the US to be accredited as adhering to the National Organic Program's guidelines. • Whole Trade Guarantee is a buying initiative that focuses on ethics and social responsibility when importing goods from developed countries. • After acquiring Organic joy, Amazon started to dispel the store's "whole paycheck" stigma by 		<ul style="list-style-type: none"> • Whole Kids Foundation 	
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	dropping rates on a variety of products across the nation.			
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<p><i>Cost Structure</i></p> <ul style="list-style-type: none"> • Costs associated with the procurement of produce and materials • Costs associated with the functioning and creation of its online selling platform • Costs associated with the maintenance of its IT and communications networks • Costs associated with the operations of its physical network of retail outlets • Costs associated with the execution of advertisement and marketing campaigns • Costs associated with the handling its partners. • • The bulk of buying takes place at the regional and national levels to discuss volume discounts with key suppliers and distributors. • Jobs in stores • Jobs in hospitals • Jobs in regional offices • Jobs in global headquarters • Jobs in distribution centers • Jobs in bakeries • Jobs in commissary kitchens • A product procurement center 	<p><i>Revenue Streams</i></p> <ul style="list-style-type: none"> • • Organic delight produces income from the selling of a range of products and items (involving baked products, frozen meals, dairy products, meat, bakery items, ready to eat foods, drinks, and household goods).
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| <ul style="list-style-type: none">• Taxes | |
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Key Partners

Organic delight collaborates with a network of businesses and organizations to deliver high-quality goods and services to its customers. These associates can be widely classified as, Suppliers and Procurement contractors are a group of farmers, production people, and distributors who provide a variety of goods and services (Evers & Cunningham). Agriculture and Sustainability Partners, who include a diverse group of farmers, scientists, and sustainable-agriculture specialists who collaborate with the firm to create authentic and sustainable farming methodologies. Whole Trade Certifier Partners, a group of non-profits and organizations committed to the manufacture and selling of fair trade products who work with the enterprise to find items that are manufactured responsibly.

Vendor Partners, which include a variety of service and technology providers that support the company's core retail operations; and • Strategic and Alliance Partners, The Rainforest Alliance, Fairtrade International, and The Institute for Market ecology Social and Fair Trade Certification are among the high-profile organizations with which Organic Delight collaborates.

Key Activities of Organic Delight

Organic Delight is a grocery chain that offers fresh and organic foods. The Company has only one operating division, which is responsible for the management of a domestic network of 442 shops, including 412 retail outlets in 42 states and the District of Columbia.

The company also has stores in Canada and the United Kingdom, with ten in Canada and nine in the United Kingdom. Organic Delight has a broad product line that covers a wide range of topics. The company is dedicated to providing organic and sustainable goods and maintains a large procurement network to do so.

Value Propositions of Organic Delight

The Company's diverse catalogue of luxury items, which involves packed products, frozen meals, dairy items, meat, bakery items, ready to eat foods, drinks, body care, pet foods, and household goods.

Its dedication to organic and sustainable procurement, with the Company arranging organic and best-quality products from trustworthy farmers and suppliers, as well as engaging in sustainability initiatives (B2B International, 2021).

Customer Relationships of Organic Delight

Via its online distribution platform, Organic Delight offers a wide combination of items to its consumers on the basis of self-service. Organic delight's international network of retail stores enables it to offer a more customized experience to its customers. Customers can also keep up with the Company's corporate happenings and connect with it directly via its social media, which include Facebook, Twitter, Pinterest, Google+, Instagram, and YouTube.

Customer Segmentation of Organic Delight

Via its network of retail stores, Organic Delight caters to a diverse combination of customer demographics in domestic groups throughout the United States.

Organic delight caters to consumers who are more affluent, have a desire to consume nutritious and natural foods, and are willing to pay a premium for organic and fair trade items. The lower-cost stores will mostly cater to millennials, who are also concerned about eating healthy and sustainable food but have limited financial resources (Kotler & Armstrong, 2015).

Key Resources

Important resources of Organic delight are the brands name and properties, its goods, chain of suppliers, online retail network, IT and interaction chain, foreign existence of retail stores, partners, and its human resource.

Organic delight has various properties, considerable network of above 400 retail stores in the USA, Canada, and the UK. It also has its coordinated hierarchy, like regional offices, distribution centers, commissary kitchens, processing facilities for sea-food, a product procurement center.

Channels of Organic Delight

Organic delight also functions through a website, by which it gives knowledge about its offers, locations, and products. The Company is also operating an online store, allowing buyers to see the complete portfolio of the company, place orders and get grocery delivered independently. Also, Organic delight proposes holiday meal serving facility. This can be booked through the company's website.

Organic delight approaches its buyers through its chain of retail stores. It is comprised of 412 outlets in US states, and Columbia, involving an essential existence in California, Texas, Massachusetts, and Florida (Delgado & Castelo, 2013).

Cost Structure of Organic Delight

Organic delight incurs expenses associated with the procurement of production and goods. The functioning and progress of its online sales medium, its IT and communications structure, the functioning of its physical network of retail outlets, the execution of advertising campaigns, the administration of its sponsors (Gabriel & Ștefea, 2014).

In 2015 Organic delight noticed expense of products sold and covered prices in the amount of \$9.97 billion.

Organic Delight Revenue Stream

Organic delight gets profit by selling multiple products – involving packed products, frozen food, dairy items, bakery products, ready to eat foods, drinks, and household goods.

References

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