

Buyer's Club Canvas

Customer Relationships

- Members Only
- Loyalty Perks

Value Prop

- Better Purchasing Power
- Group Discounts/Loyalty
- Member of a 'Club'

Key Resources

- Brand
- Sourcing
- Product Catalog Growth



Cost Structure

- Sourcing of Goods
- Fulfillment of Orders
- Marketing/Growth

Revenue Streams

- Membership Sales
- Margin on Bespoke Products