

Wholesale Retailer Canvas

Value Prop

- 'Cash & Carry' Wholesaler
- Retail experience
- Membership optional

Customer Segments

- Indy Restaurants
- Small Businesses
- Niche Food Suppliers

Key Resources

- Warehouse Network
- Supply-Chain Mgmt
- Brand Value



Cost Structure

- Warehouse Acquisition
- Logistics Pipeline
- Operations Staff

Revenue Streams

- Margin on Restaurant Items
- Food + Adjacent Supplies