

# Dark Store Canvas

## Value Prop

- Localized fulfillment centre
- Enable on-demand delivery
- 'Quick Commerce' model

## Customer Segments

- Busy Professionals
- Working Parents
- Suburban Families

## Key Resources

- Brand
- Front-end eCommerce
- Back-end Fulfillment



## Cost Structure

- Acquisition of Warehouse
- Fulfillment Technology
- Ops + Delivery Staff

## Revenue Streams

- Margin on Grocery Items
- Bundle Adjacent Products