

# GNG2101 Deliverable F

Portable Ramp - Group 11

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# Introduction

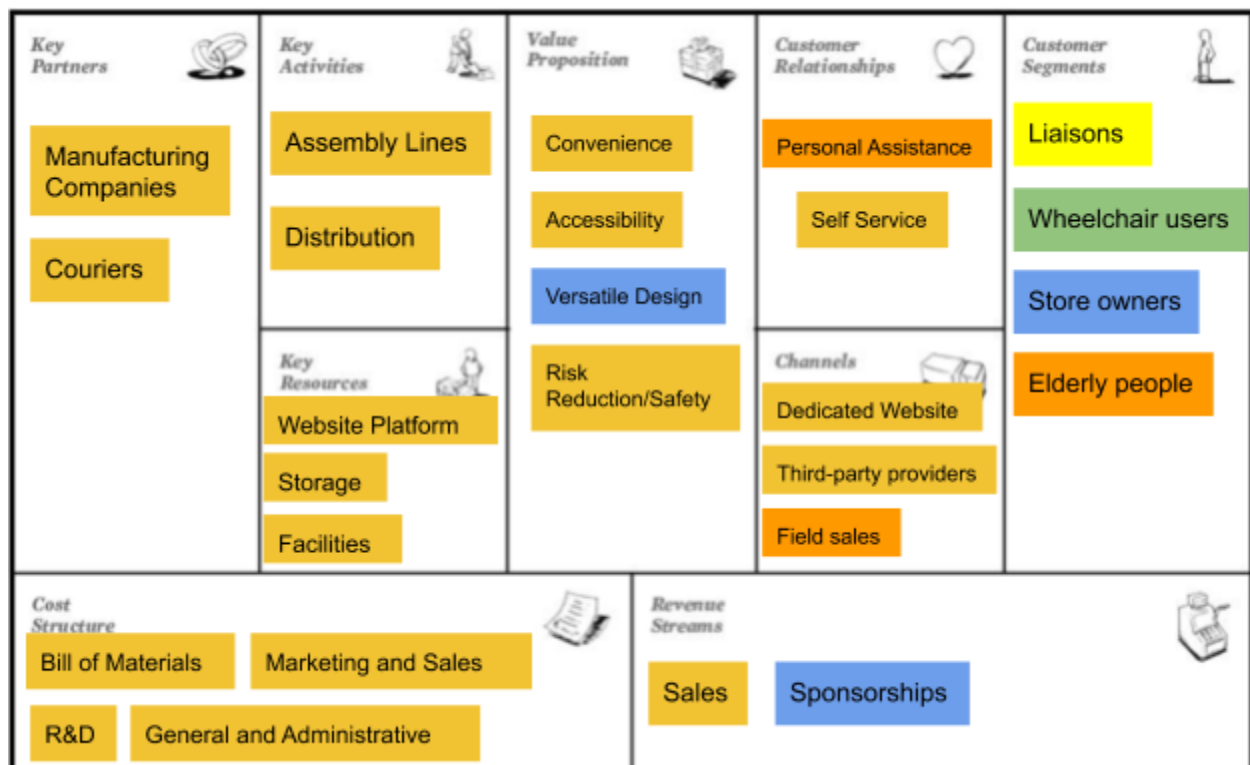
In this deliverable, we will begin to outline a potential business model for our portable ramp project. First, using what we learned in our business lecture, we will identify the most optimal style of business model for our product. Then, we will fill out the business model canvas using the business model we chose. We will then end this deliverable by discussing our core assumptions for our business model and conduct a feasibility study to assess the feasibility of our model.

## 1. Business Model Type

We used a brick and mortar business model because we are creating and selling a product made from raw materials, which consists of manufacturing- and assembly lines where couriers are going to deliver our product to stores. The overall value of our product is related to social value including but not limited to convenience, accessibility, adjustability.

This means close contact with our clients and therefore personal assistance and field sales are important to reach our customer segments especially to start out with to get customers accustomed to our product.

## 2. Business Model Canvas



### 3. Core Assumptions & Feasibility

#### **Assumptions**

When developing our business model, we assumed there is a large demand for our product based on the need for accessibility to more than just people in wheelchairs. Elderly people must also be accommodated when trying to access areas that are highly demanding in motor skills that may be tiring to these customers. Based on this wider range of market we also assumed retailers will be interested and even obliged to buy our product in order to make their businesses accessible to all members of the public. Moreover, this product will come with a cost that we assume customers will be willing to pay. Our product will be distributed to third-party providers who will then sell the ramp, thus we will not have a store location ourselves but rather a warehouse for production purposes.

#### **Feasibility**

Our business model is feasible because currently an equivalent product does not exist on the market that meets the needs of our client segments and therefore we should have sufficient demand for our product. With sufficient demand, it is safe to assume retailers will be interested in our product. The retailers would benefit as they would be in on the ground floor of a relatively new market and it works for our company as well because creating our own store would not allow for widespread networking and sale, compared to selling them to other stores and having them sell them.

### Conclusion

Our manufacturer's business model has enabled us to analyze the key components of a business plan and how they translate into a vision for our product. Our business model canvas communicates the flow between the How?, What?, Who?, and How Much? of our business and opens up the discussion for assumptions and feasibility which grounds our vision.