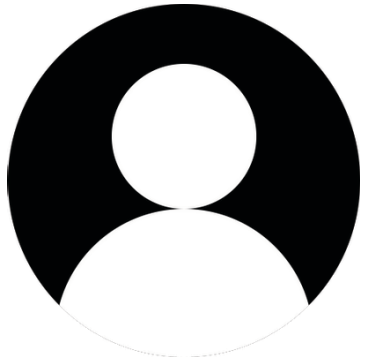


Animal Cultural Book

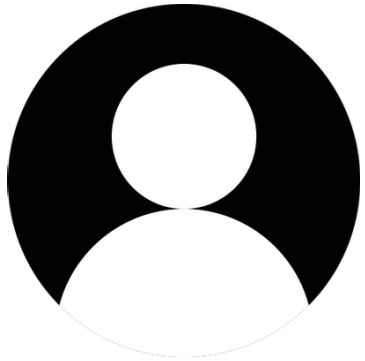
The team



Oleksandr Levak



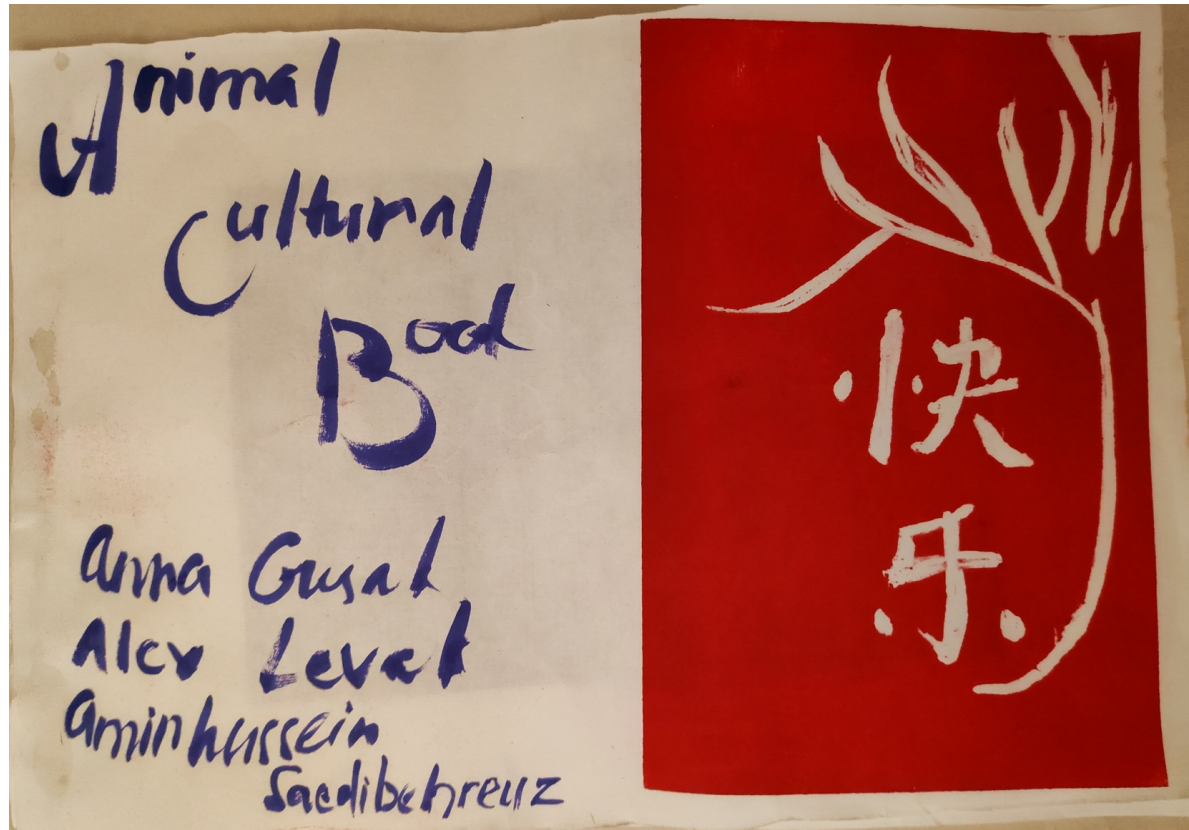
Anna Gusak



Amirhossein Saedibehrouz



The book

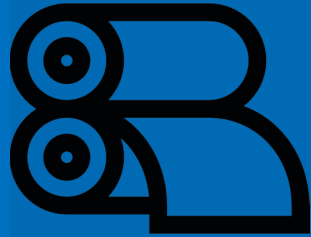


Cover



Pages

The project



Technology of printing

- ✓ Papers are flat and clean
- ✓ Patterns are recognizable



Book binding

- ✓ Orderly
- ✓ Effective cost control



Creativity

- ✓ Interesting and informative pictures
- ✓ Arouse the interest of learning different cultural

Business plan



SWOT analysis

**Simple way to learning
different cultures**



Strenghts



Weaknesses

**The cover isn't firm
and very attractive**

Increase arousing of learning

Help children to learn more information
about different countries and their cultures



Opportunities



Threats

**Possible competition in
the market**

B2B business

Key partners

- Bookshops
- Libraries
- Publishing houses

Key activities

- Help study
- Popularize international cultures

Value proposition

For partners:

- Earn money
- Increase popularity

For customer:

- Useful information
- Simple type of studying

Customer segments

- Children
- Pupils
- Students

Key resources

- Printers
- Printing papers
- Inks
- Skilled staff
- Cardboard
- Cover paper
- Cotton thread

Channels

- Ad channels
- Websites