





### **Key Partners**



Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquairing from partners? Which Key Activities do partners perform?

Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities

# **Key Activities** Our Distribution Channels?

Customer Relationships?

**Key Resources** 

Physical Intellectual (brand patents, copyrights, data) Human Financial

What Key Resources do our Value Propositions require?

Our Distribution Channels? Customer Relationships?

Revenue streams?

Production
Problem Solving
Platform/Network

What Key Activities do our Value Propositions require?



# Value Propositions



What value do we deliver to the customer? Which one of our customer's problems are we

helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

# CHARACTERISTICS

Design Brand/Status Price Cost Reduction Risk Reduction

## Customer Relationships What type of relationship does each of our

Which ones have we established?

How costly are they?

EXAMPLES
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

EXAMPLES

Customer Segments expect us to establish and maintain with them?

How are they integrated with the rest of our business model?



# **Customer Segments**

For whom are we creating value? Who are our most important customers?

Mass Market Niche Market Segmented Diversified Multi-sided Platform

Newness Performance Customization "Getting the Job Done"

# Channels



Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?

### CHANNEL PHASES

Awareness
 How do we raise awareness about our company's products and services?
 Evaluation
 How do we help customers evaluate our organization's Value Proposition?
 Purchase

How do we allow customers to purchase specific products and services?

How do we allow customers to purchase specific proof 4. Delivery How do we deliver a Value Proposition to customers? 5. After sales How do we provide post-purchase customer support?

# Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?

Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope

### **Revenue Streams**

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying?

How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?

Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING
List Price
Product feature dependent
Customer segment
dependent
Volume dependent

DYNAMIC PRICING











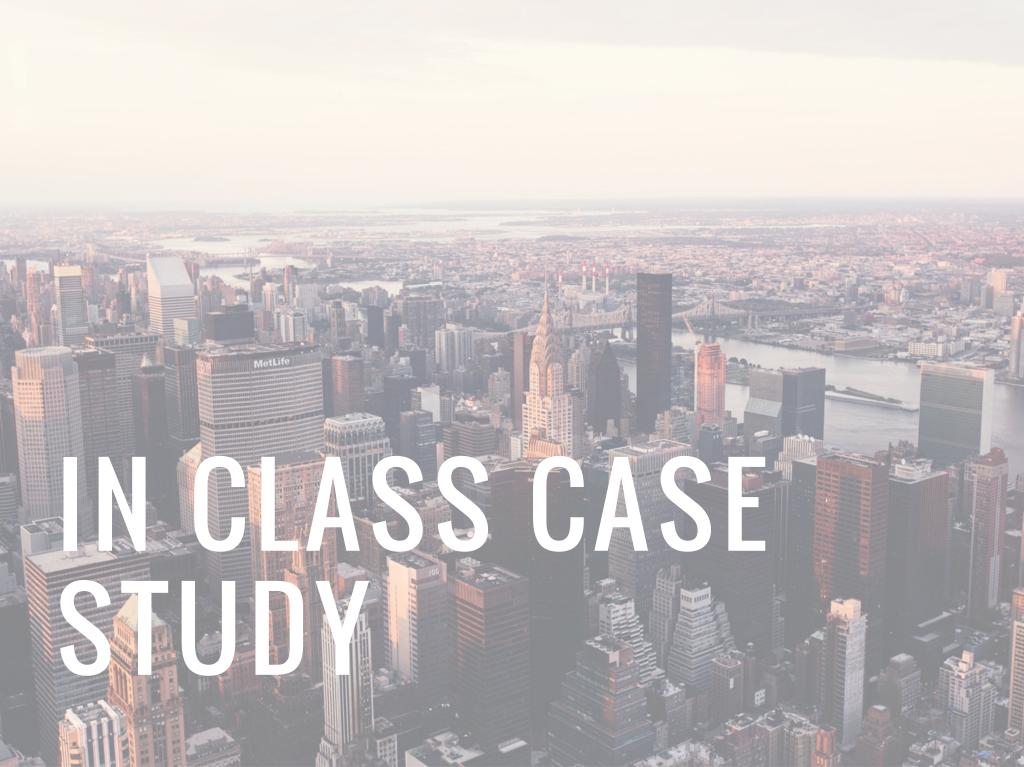






# DIFFERENT METHODS OF MARKETING:





# CASE STUDY: HAAGEN DAZ INTRODUCED A NEW FLAVOR OF ICE CREAM, HOW ARE THEY GOING TO MARKET THEIR PRODUCT?

SOME QUESTIONS TO CONSIDER:

- WHO IS YOUR TARGET MARKET

-WHAT WOULD BE THE MOST EFFECTIVE MARKETING

STRATEGY TO REACH YOUR TARGET MARKET

-WHAT ARE SOME STRENGTHS AND WEAKNESSES

-ARE THERE ANY RISKS INVOLVED?