



MK 312 Brand Management Business Model Canvas

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Lesson 1

Business Model Canvas

"The Business Model Canvas **helps visualize what is important and forces users to address key areas.** It can also be used by a team (employees and/or advisors) to understand relationships and reach agreements."



Business Model Canvas

| | | | | |
|---|--|--|--|--|
| <p>KEY PARTNERS</p> <p>Who are our key partners? Who are our key suppliers? Which key resources are we acquiring from our partners? Which key activities do partners perform?</p> | <p>KEY ACTIVITIES</p> <p>What key activities do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p> | <p>VALUE PROPOSITIONS</p> <p>What value do we deliver to the customer? Which one of our customers' problems are we helping to solve? What bundles of products and services are we offering to each segment? Which customer needs are we satisfying? What is the minimum viable product?</p> | <p>CUSTOMER RELATIONSHIPS</p> <p>How do we get, keep, and grow customers? Which customer relationships have we established? How are they integrated with the rest of our business model? How costly are they?</p> | <p>CUSTOMER SEGMENTS</p> <p>For whom are we creating value? Who are our most important customers? What are the customer archetypes?</p> |
| <p>COST STRUCTURE</p> <p>What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?</p> | <p>KEY RESOURCES</p> <p>What key resources do our value propositions require? Our distribution channels? Customer relationships? Revenue streams?</p> | | <p>CHANNELS</p> <p>Through which channels do our customer segments want to be reached? How do other companies reach them now? Which ones work best? Which ones are most cost-efficient? How are we integrating them with customer routines?</p> | |
| | <p>COST STRUCTURE</p> <p>What are the most important costs inherent to our business model? Which key resources are most expensive? Which key activities are most expensive?</p> | | <p>REVENUE STREAMS</p> <p>For what value are our customers really willing to pay? For what do they currently pay? What is the revenue model? What are the pricing tactics?</p> | |
| <p>SOURCE WWW.BUSINESSMODELGENERATION.COM/CANVAS. CANVAS CONCEPT DEVELOPED BY ALEXANDER OSTERWALDER AND YVES PIGNEUR.</p> | | | | |

A value proposition refers to **the value a company promises to deliver to customers should they choose to buy their product**. ... A value proposition can be presented as a business or marketing statement that a company uses to summarize why a consumer should buy a product or use a service.

Areas of Focus

The Business Model Canvas has nine different areas of focus that make up building blocks in a visual representation of your business.

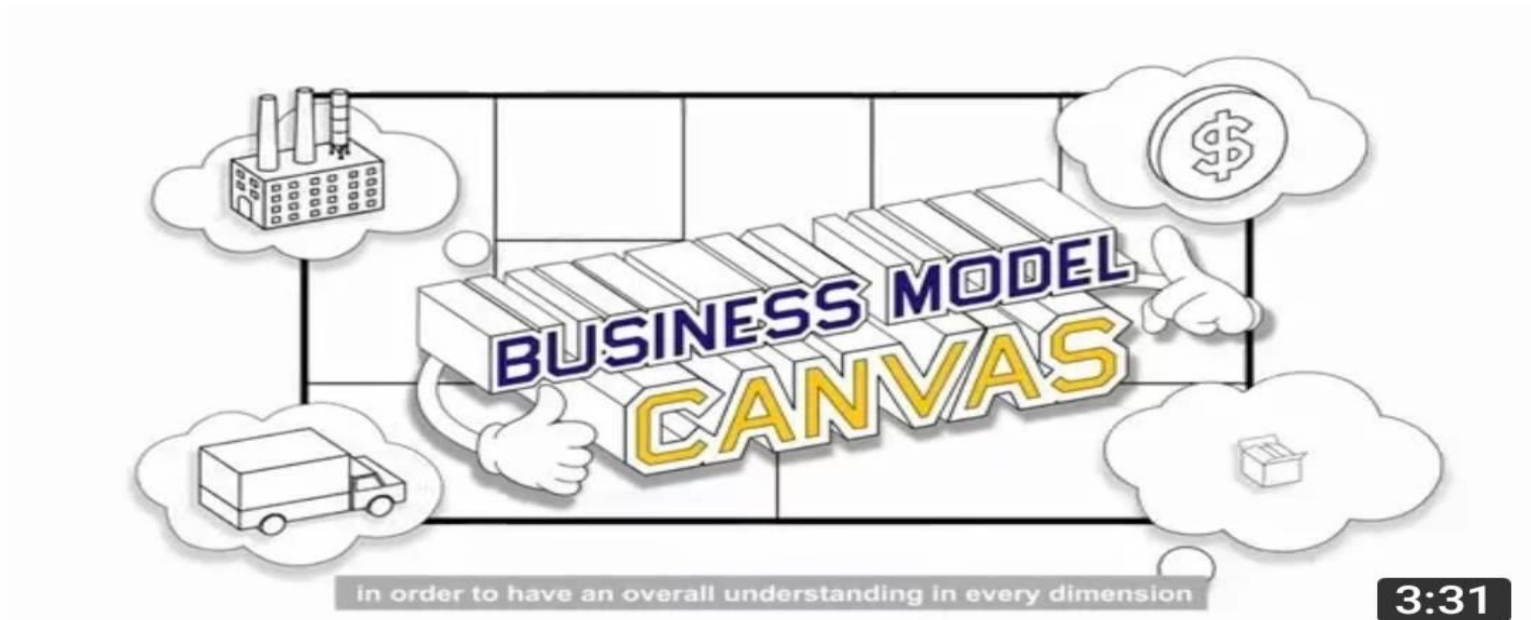
1. **Key Partners**—Who are the buyers and suppliers you need to form relationships with? What other alliances will help you accomplish core business activities and fulfill your value proposition to customers?
2. **Key Activities**—What are the most important activities you must engage in to fulfill your value propositions, to secure distribution channels, to strengthen customer relationships, to optimize revenue streams, etc.?
3. **Key Resources**—What resources do you need to create value for your customers and sustain your business?
4. **Value Propositions**—What products and services will you offer to meet the needs of your customers? How will your business be different from your competition? What challenges will you solve for your customers?
5. **Customer Relationships**—What types of relationships will you forge with your customer segments? What are the relationship expectations of each customer segment? How are they entwined with the rest of your business model?
6. **Customer Segments**—What sets of customers will you serve? Which are most important to your business?
7. **Channels**—Through what means will you reach your targeted customers and deliver your products and services to them? Which are most cost effective? How are the channels integrated?
8. **Cost Structure**—What are the key costs your business will face? Which resources will cost the most? Which activities will cost the most?
9. **Revenue Streams**—How much will you charge for your products and services? What are customers willing to pay for? How will customers pay? How much will each revenue stream contribute to your overall revenue?

The 7 Elements of a Strong Business Model

- Identify your specific audience. ...
- Establish business processes. ...
- Record key business resources. ...
- Develop a strong value proposition. ...
- Determine key business partners. ...
- Create a demand generation strategy. ...
- Leave room for innovation.

Business Model Canvas

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Business Model Canvas Introduction

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How To Fill In A Business Model Canvas

- Step 1: Naming the purpose of the business. ...
- Step 2: Customers and Value Propositions. ...
- Step 3: Channels and Customer Relationships. ...
- Step 4: Key Resources, Key Activities and Key Partners. ...
- Step 5: Cost Structure and Revenue Streams. ...
- Step 6: Linking The Boxes + Tidying Up.

Business Model Canvas

BUSINESS MODEL CANVAS NETFLIX

Key Partners

- Alliances with Smart TV companies
- alliance with gaming industry
- TV network companies
- Google and Amazon

Key Activities

- Hire and retain
- Maintain and expand
- Produce, acquire and license
- Develop its pricing strategy
- retain current customer base

Key Resources

- Software developers
- Recommendation system (algorithm)

Value Propositions

- Users can stream 24-7, minus the ads
- View shows & movies in high-definition
- Stream content conveniently anywhere
- unlimited access to TV shows and movies
- Netflix's original
- New signups can avail a 30-day free trial
- cancel at any time
- Receive algorithmic recommendation
- Avoid commercials ads

Customer Relationships

- Self-Setup Made Easy
- Exceptional Customer Experience
- Online Live Chat Services
- Social media
- Netflix gift Cards

Channels

- Online streaming through the website
- Streaming on TV Apps and Gaming consoles
- Mail delivery for DVDs

Customer Segments

- interested in watching movies, TV shows and documentaries
- content for children and adults

Cost Structure

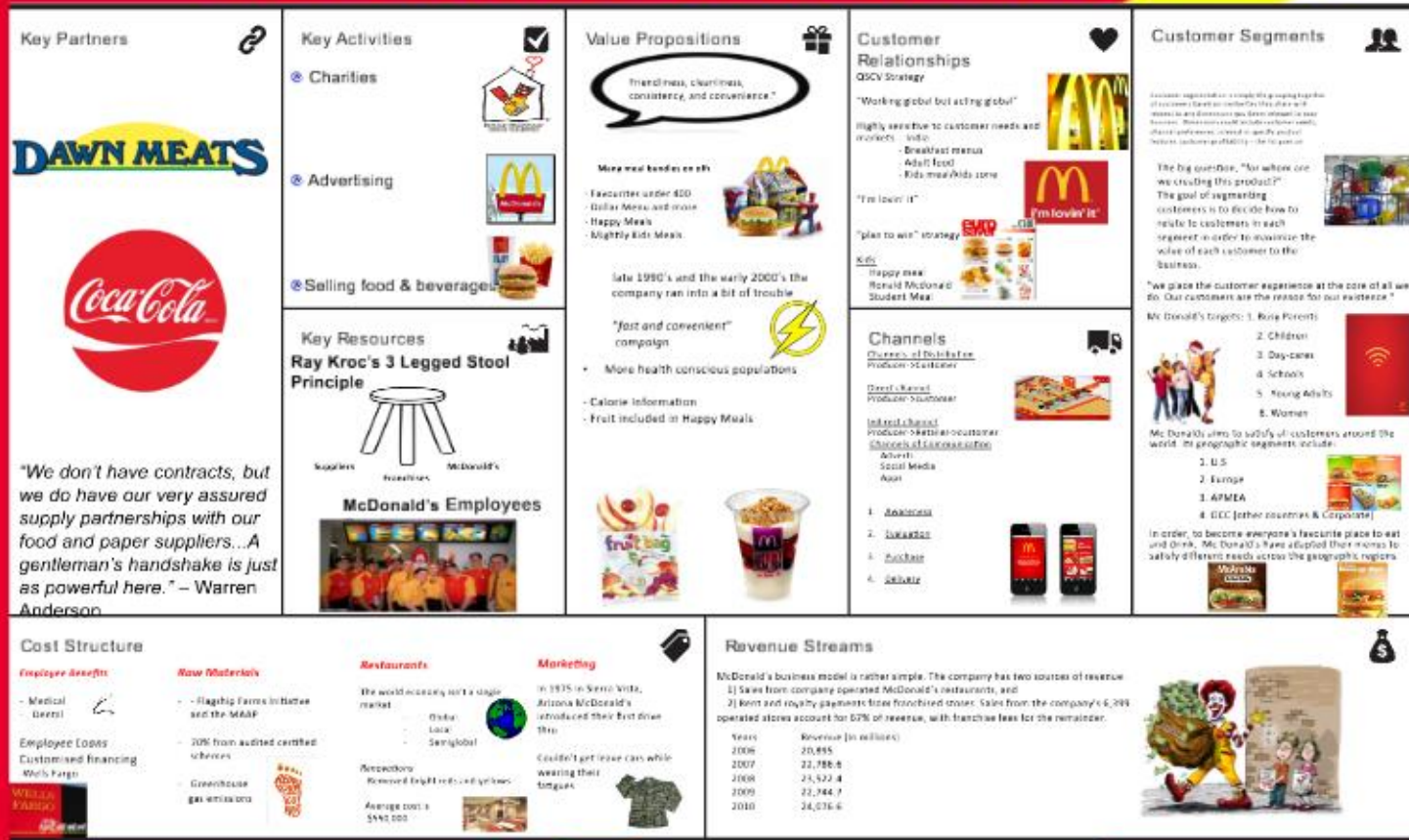
- Major purchasing rights establishment (TV shows and movies)
- Cost of producing movies
- Cost for recommendations, R&D and artificial intelligence
- Subscription maintenance cost
- DVDs and mail-related shipping costs

Revenue Streams

- Monthly subscription plans
 - Basic
 - Standard
 - Premium



McDonald's Business Model



Key Resources

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES

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



Employee



Restaurant



mcdonalds business model canvas

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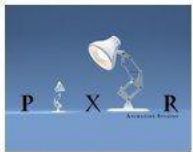



The Business Model Canvas

Designed for:

Designed by:

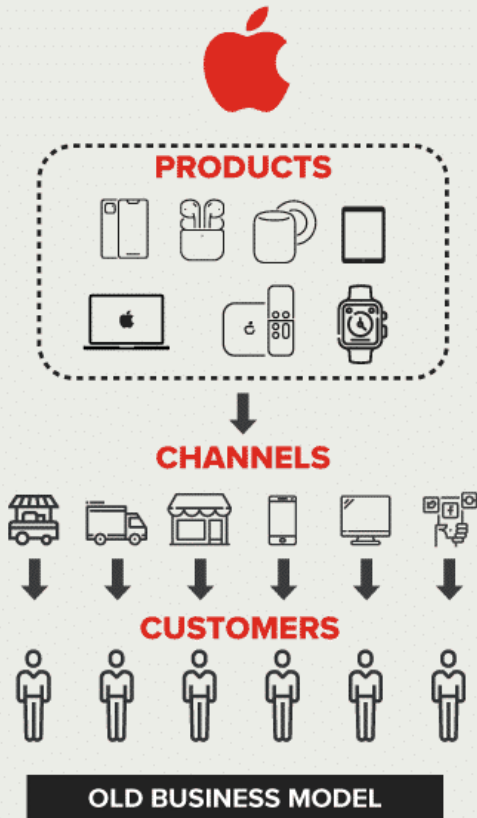
On: Day: Month: Year:

Iteration:

| | | | | |
|--|---|--|--|--|
| <h3>Key Partners</h3> <p>Who are our Key Partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p>Other movie companies</p> <p>Pixar and other acquired companies</p> <p>Advertisers</p>  | <h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p>Movie production & distribution</p> <p>Marketing and brand management</p> <p>Touristic activities (parks)</p> | <h3>Value Propositions</h3> <p>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?</p> <p>Great experience and collection in cartoons' creation</p> <p>Diversity of offers</p> <p>Whole entertaining world</p>  | <h3>Customer Relationships</h3> <p>What type of relationships does each of our Customer Segments expect us to establish and maintain with them? Which type of relationship do we offer? How do we implement this type of relationship? What are the costs of this type of relationship? How do we manage this type of relationship? How do we monitor this type of relationship? How do we improve this type of relationship?</p> <p>Association with actors or stars</p> <p>Attractive offers for people who stay longer in parks</p> <p>Pin's hunt for kids</p> <p>Ethical messages through their products</p> <h3>Channels</h3> <p>Through which Channels do our Customer Segments want to be reached? Which ones work best? Which ones are most cost-efficient? Which ones are most effective? How do we integrate them with our Key Channels? How do we manage these channels? How do we monitor these channels? How do we improve these channels?</p> <p>Parks and resorts</p> <p>Web</p> <p>Movie</p> <p>Theaters</p> <p>ESPN, ABC & Disney channels</p> | <h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers?</p> <p>Kids</p> <p>People</p> <p>Families</p>   |
| <h3>Cost Structure</h3> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p>Salaries</p> <p>Right payments</p> <p>Design</p> <p>Infrastructures</p> <p>Film production</p> | <h3>Revenue Streams</h3> <p>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?</p> <p>Movie revenues (sales in theater, dvd...)</p> <p>Advertising on media networks</p> <p>Parks' entrances</p> | | | |



APPLE BUSINESS MODEL



Apple uses the devices as channels to distribute its services e.g. Apple, Music, TV+ and Apple Arcade (gaming).



Apple is rapidly investing in establishing a much broader ecosystem of services that build on the back of their product user base.



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Group Assignment 1: Business Model Canvas



- You are to create a one page ppt slide on the Business Canvas Model of **After You**
- Please use information from vdo clip and article and if more research if necessarily.
- Be creative in your canvas

- Also answer the following questions and put in bottom of slide
 1. What are your key learnings from creating the canvas
 2. How can **After You** utilize this canvas to grow its business

Due next week: One page ppt slide of **After You** Business Model Canvas
No need to present, we will discuss in class.

Have Fun 😊

Business Model Canvas



After You โควิดทำให้ต้องปรับ ยอมเปลี่ยนแปลง
เพื่อการอยู่รอด | TOMORROW EP.49

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JANUARY 31ST, 2017 by ANNA NA NOKORN



‘Why After You’s success cannot be imitated?’ Let’s reveal millionaire secret recipes and international reputation with May, the owner of After You

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