

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

<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>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>	

SOURCE WWW.BUSINESSMODELGENERATION.COM/CANVAS. CANVAS CONCEPT DEVELOPED BY ALEXANDER OSTERWALDER AND YVES PIGNEUR.

Business Model Canvas



After You โควิดทำให้ต้องปรับ ยอมเปลี่ยนแปลง
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“After you- Inimitable Success!”

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

["After you- Inimitable Success!" - Siam Scope Magazine](#)