

BUSINESS

MODEL

FRAMEWORK

THE BUSINESS PROPRIETOR
The Contact details

The Business

The date

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Business Model Building Blocks

The Customer Segments		
	Key Resources	
The Value Component		Key Activities
	Revenue Streams	
Distribution Channels		Key Partnerships
	Cost Structure	
Customer Relationship		

A Working document for your Business

THE CUSTOMER SEGMENTS

WHO ARE YOUR MOST IMPORTANT CUSTOMERS?:-

(Mass market, Niche market, Segmented, Diversified or Multi – sided)

THE VALUE COMPONENT

WHAT VALUE DO YOU DELIVER TO THE CUSTOMER

Which customer problem are you solving?

Which customer needs are being satisfying?

Can you tailor for customer's needs?

(Getting the job done, design, price, cost reduction, accessibility, convenience)

DISTRIBUTION CHANNEL

HOW DO YOU REACH, COMMUNICATE, SELL, DELIVER AND PROVIDE AFTER SALE SERVICE

(sales force, own shop, multiples, wholesale, retail, web sales)

CUSTOMER RELATIONSHIPS

TYPES OF RELATIONSHIP WITH SPECIFIC CUSTOMER SEGMENTS

Personal, self-service, automated service, customer comments

KEY RESOURCES

THE RESOURCES REQUIRED TO MAKE THE BUSINESS WORK

Physical, Intellectual, Human, Financial, Funding sources

REVENUE STREAMS

HOW WILL CUSTOMERS PAY, CAN THERE BE A NUMBER OF INCOME STREAMS?

Asset sale, Usage fee, Subscription fees, Lending/renting/leasing, Licensing, brokerage fees, advertising.

PRICING MECHANISMS

Fixed – List price, Product, customer, volume dependent.

Dynamic – bargaining, yield management (stock & time of purchase), real-time-market (supply & demand), Auctions

COST STRUCTURE

THE MOST IMPORTANT COSTS INCURRED IN THE BUSINESS

Fixed costs including Repayments, Compliance costs, Variable costs, Economies of scale, Economies of scope, Stock costs, Cost-driven, Value-driven

Cost-control management

KEY ACTIVITIES

PRODUCTION, PROBLEM SOLVING, PLATFORM/NETWORK. ONGOING-BUSINES MONITORING

Innovating, designing, making, delivery, timing, complaints, returns

The key measures for assessing how the business is doing

The key actions and the timeframes for keeping on-top of the business.

KEY PARTNERSHIPS

THE NETWORK OF SUPPLIERS AND PARTNERS THAT MAKE THE BUSINESS

Strategic alliances between non-competitors,

Competitors and Coopetition

Joint ventures

Buyer-supplier relationship

Mentoring / networks