

Business Model Canvas (BMC) aa

A Canvas Business Strategy typically refers to the Business Model Canvas (BMC), a strategic management tool for visualizing and developing business models. Created by Alexander Osterwalder, it provides a structured and comprehensive way to analyze and plan a business strategy. Below are its key components:

9 Building Blocks of the Business Model Canvas

1. Customer Segments
 - Define your target audiences or different groups of people or organizations your business aims to serve.
 - Example: B2B clients, individual consumers, niche markets.
 2. Value Propositions
 - Specify the unique value your product or service delivers to customers.
 - Example: Faster delivery, superior quality, cost-effectiveness, or innovation.
 3. Channels
 - Identify how you deliver your products/services to customers and communicate with them.
 - Examples: online platforms, physical stores, and partnerships.
 4. Customer Relationships
 - Explain how you establish and maintain relationships with different customer segments.
 - Example: Personal assistance, self-service, or loyalty programs.
 5. Revenue Streams
 - Describe how the business earns money.
 - Example: Product sales, subscription fees, licensing, or ad revenue.
 6. Key Resources
 - Identify essential assets for the business to function.
 - Examples: physical resources (buildings), intellectual property, and human resources.
 7. Key Activities
 - Highlight the critical tasks needed to deliver the value proposition.
 - Example: Manufacturing, software development, or marketing.
 8. Key Partnerships
 - List external companies or suppliers your business collaborates with to deliver its value.
 - Example: Suppliers, distributors, or strategic alliances.
 9. Cost Structure
 - Summarize all significant costs and expenses associated with operating the business.
 - Examples: fixed costs, variable costs, or economies of scale.
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Using the Business Model Canvas

1. Strategic Clarity: Helps businesses clearly define their operations and where they need improvements.
2. Team Collaboration: Provides a visual and concise framework for teams to brainstorm and align strategies.
3. Flexibility: This can be adjusted as market demands or business priorities shift.

