

STRATEGIC PARTNERS

KEY ACTIVITIES

VALUE PROPOSITION

CUSTOMER RELATIONSHIP

CUSTOMER SEGMENT

OPTIMISATION &  
ECONOMIES OF SCALE

PRODUCTION  
PROBLEM SOLVING  
PLATFORM/NETWORK

NEWNESS  
PERFORMANCE  
CUSTOMIZATION  
GETTING THE JOB DONE

PERSONAL ASSISTANCE (PA)  
DEDICATED PA  
SELF-SERVICE  
AUTOMATED SERVICES  
COMMUNITIES  
CO-CREATION

MASS MARKET  
NICHE MARKET  
SEGMENTED  
DIVERSIFIED  
MULTI SEGMENTED

REDUCTION OF RISK AND  
UNCERTAINTY

KEY RESOURCES

DESIGN  
BRAND/STATUS  
PRICE  
COST REDUCTION  
RISK REDUCTION  
ACCESSIBILITY  
CONVENIENCE/USABILITY

DISTRIBUTION CHANNELS

SALES FORCE  
WEB SALES  
OWN STORES/OUTLETS  
PARTNER STORES/OUT-  
LETS  
WHOLESALE

ACQUISITION OF  
PARTICULAR RESOURCES  
AND ACTIVITIES

PHYSICAL  
INTELLECTUAL  
HUMAN  
FINANCIAL

COST

REVENUES

COST-DRIVEN  
VALUE-DRIVEN  
FIXED-COST

VARIABLE-COST  
ECONOMIES OF SCALE  
ECONOMIES OF SCOPE

ASSET SALE  
USAGE FEE  
SUBSCRIPTION FEE  
LENDING/RENTING/LEASING

LICENSING  
BROKERAGE FEE  
ADVERTISING