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Canvas's (BMC) business model is the basis for visualizing and structuring business models. This foundation was developed by Swiss Alexander Osterwalder and published in 2008 in business model Generation. Since then, it has been very popular in strategic planning and business model development. In this article, I'll explain how you use Business Model Canvas to analyze and develop your business model. BMC offers you a structured form for building business models. When you work with BMC, you'll notice the following benefits: the abstract term business model gives a specific linguistic reference and regulatory framework. Creating BMC is easy, teams can quickly work productively with BMC. Because of its size and working with sticky notes, all parties involved are forced to get to the point. Your business model appears on the same page. You recognize dependencies in your business model. The use of BMC BMC is a universal tool for structuring and discussing business models. It fits as a tool for the following exemplary challenges: Discuss the potential for your company's developmentstart startups and plan new business models to digitize the transformation of your orderCustomer centering by presenting your customers' business model to BMC always fits as a method where multiple people in the room need a common understanding of building and developing a business model. Need materials and support To work with BMC you need the following materials: sticky notes, pensBMC template in DIN A0, A1 or A2 (loading) surfaces / walls for hanging canvas2-4 hours of time If you plan to use in large groups, for example, as part of a workshop, then I recommend you an intermediary. This can help you take new perspectives or catch participants with a high percentage of speech. However, you can quickly and easily purchase the basic mechanics of BMC yourself. By downloading the video you adopt the privacy policy Vimeo.Learn more video vimeo always unlock the lunch recording and learn through the business model canvas to digitize your company. The recording is available for free at the Academy of #DNO USA. The structure and structure of Canvas's business model, The Business Model Canvas, divides each business model into nine building blocks. BMC is based on The promise of performance. The right side shows how values are created for customers and companies. On the other hand, the left side of BMC documents what tools the company needs to successfully implement the business model. You can get a quick first review in this 2-minute video. Now I present to you nine BMC building blocks. I begin the same order and with the same questions as in my BMC application workshops. Value Offer - What is your company's performance promise? Think of a value proposition as a contract between a customer and your company, where a customer hires your company to solve a problem. Clayton Christensen's Performance Promise is the heart of the canvas's business model. Collect all the points that characterize your company's value offer. The following questions will help you describe the value proposition. What are the unfair benefits of your business? What can you do 10 times better than others? What problem do you solve for your customers? Why does a customer use your service? A great way to question your own value proposition is to work to be done method. With the value of the canvas offer, BMC even finds a sequel. With canvas value propositions you will systematically develop your promise of productivity. Customer Segments - Your Customers and Target Groups The goal of the business is to create a customer. Peter Drucker On the far right side of BMC you cover your client groups. You can organize customer segments by different criteria: Classic: Sociodemographic data and static attributes (size, age, location, etc.) Frequency of purchase: At what intervals a customer buys a Jump Center: How the customer purchase process (B2B) happens, depending on the business model, it may also be interesting to organize groups of customers depending on the reason why they buy your product, or to form a customer group based on channel preferences (e.g. , online vs. offline). The only thing that matters is that you name the main and important segments of the customers, discuss them and perpetuate them on BMC with sticky notes at the moment. If you are a little more experienced, you can also use personas as groups of clients. Channels - Which channels do you reach your customers on? Knowing and naming a customer is a good starting point, but knowing how to buy and through what channels you reach it is at least just as important. A very suitable tool is The Client Travel Map. If you don't want to get too deep into your clients' journey, the following questions will help you identify the appropriate channels: How does your client inform himself? How did he know about you? How can he Does the service come to your client? Roughly speaking, you list in the channels all the relevant points of contact that stand between your promise of performance and your client. This unit is of great strategic importance to companies in their digital transformation, when startups or digital platforms take access to customers with the best services. Customer Relations - How do you maintain your relationship with your customers? Winning a new customer is many times more expensive than getting an existing customer back to buy. This assumes that you have successfully invested in customer relationships. In this area of BMC, you are currently working on how your company wants to build and maintain its relationship with customers. The following questions help with the question of how to maintain a relationship with the customer after the purchase: Does the client have a personal contact? Do you have a self-service offer? Is there a helpline? What media and channels do you use to stay in touch with the customer (magazines, newsletters, etc.)? A successful customer loyalty strategy is an integral part of successful business models. Here also digital companies often offer better service, exposing traditional companies to pressure. Income Streams - How do you make money? In the last block on the right side of the BMC, you finally enter the revenue model that you use to make money. The main sources of income and income mechanics are in the foreground: Do you make money on a one-time sale of products? Do you offer additional paid services? Do you have recurring subscriptions or subscription services? Do you receive resale fees? Do you have other licensing or maintenance models? With sources of income you complete the right, creating value side of the canvas business model. Key Partnerships - What partnerships is your business model based on? On the left side of BMC we start with the left block and the question on which the partnerships of your business model are based. Strategic partners can be, for example, suppliers, suppliers, joint ventures or technology partners. Does your partner give you an advantage in terms of volume or cost? Are there partners without whom your promise of performance is impossible? Are there partners who provide hard-to-buy materials? Which of your partners gives you an unfair advantage? Without what partner would you not want to inhabit? Does the partner give access to customers, know-how and special resources? In the area of partnerships, it's not about any relationship with suppliers, it's about registering which partners are strategically relevant to your business model. If you can replace a prospective partner relatively easily, rather than a strategic partner, but a normal supplier. Key Resources - What resources do your business model need? The necessary resources are usually quickly narrated and immortalized by BMC. Resources usually arise from previous business model blocks. What important employees and roles should you fill? Do you need capital to grow? What intangible resources play an important role (trademarks, patents, etc.)? What material resources are important (factories, fleet, etc.)? What technical infrastructure do you need? Key resources are also primarily about identifying critical resources for success and gaining a common understanding of their relevance in the discussion. Key Activities - What do you need to do every day to run a store? The main activities are all operations, which are especially important for the success of your business model. Again, it's not about capturing any activity, it's about documenting what special attention should be, so you can get better and more successful every day. Typically, actions are also derived from other areas, so you can navigate all the other blocks when developing core activities. What special events do you have to perform in order to... Improving performance promise to win or tie together and maintain partnerships In core activities should be the most important activities without which further development of your company is not possible. Here you are ordered with strict priorities to gain a common understanding of what is really important to the success of your company. Cost Structure - What are the most important issues? As with sales, you identify key cost blocks and cost drivers in your company. If you have filled out previous blocks with care, you can also simply go through other blocks in costs and identify the main cost drivers. What are the variable costs of buying your performance promise? How much does it cost to buy a new customer? How much money do you spend on staff? Do you incur licensing costs? What resources do (start-up) costs? What other expenses have a significant impact on your earnings? Costs are not an image of your exact budget planning, but review which costs and costs are critical to success. The business model of the canvas on the example of the kiosk Before planning your own business model, I recommend to warm up. I always use the example of a kiosk. It's not a relic from my time at Lekkerland AG, but because everything

is fast can be easily incorporated into this business model. Exercise will help you: understand the different BMC blocks and learn to separate the dynamics of development in business models and understand that BMC is not a static tool, but a tool with which you use to portray your business model as a system.
Conclusion - Canvas's business model accelerates discussions about BMC business models is a very effective tool for discussing the dynamics and development of business models quickly, visually appealing lynotand. The great added value, in my opinion, is that teams get a common language and understanding of the importance of individual elements. During the discussion, everyone understands that your business model is a system in which all blocks are built on each other and interdependent. That's why BMC is a great tool for planning a company's digital transformation or developing it for startups. Good luck with that. Related:
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