

Business Model Canvas



Asst. Prof. Wilailuk Rakbumrung, Ph.D.

wilailuk.ra@ssru.ac.th

Contents



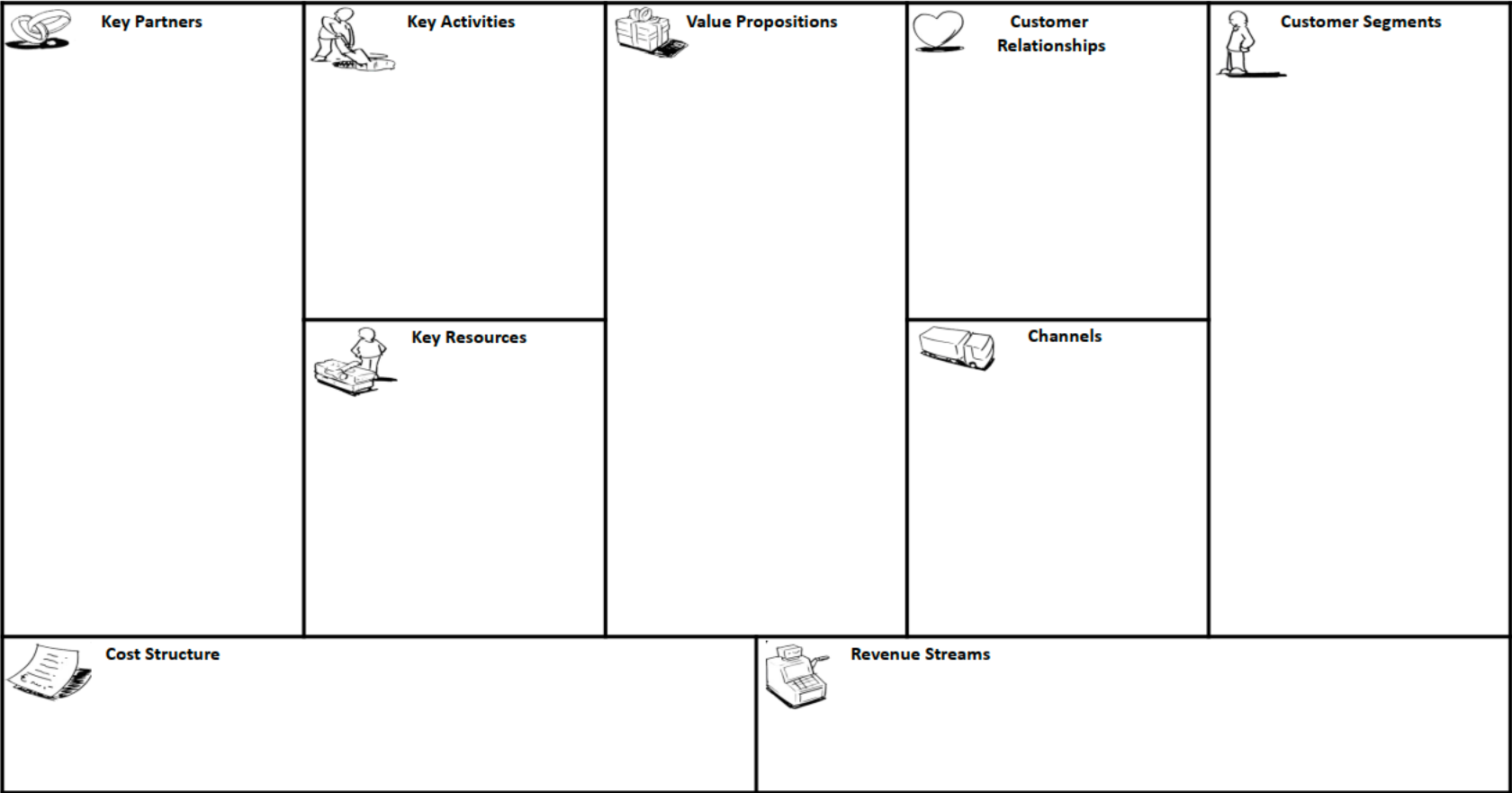
1. Business Model Canvas

2. Balanced Scorecard

4. Workshop

Business Model Canvas

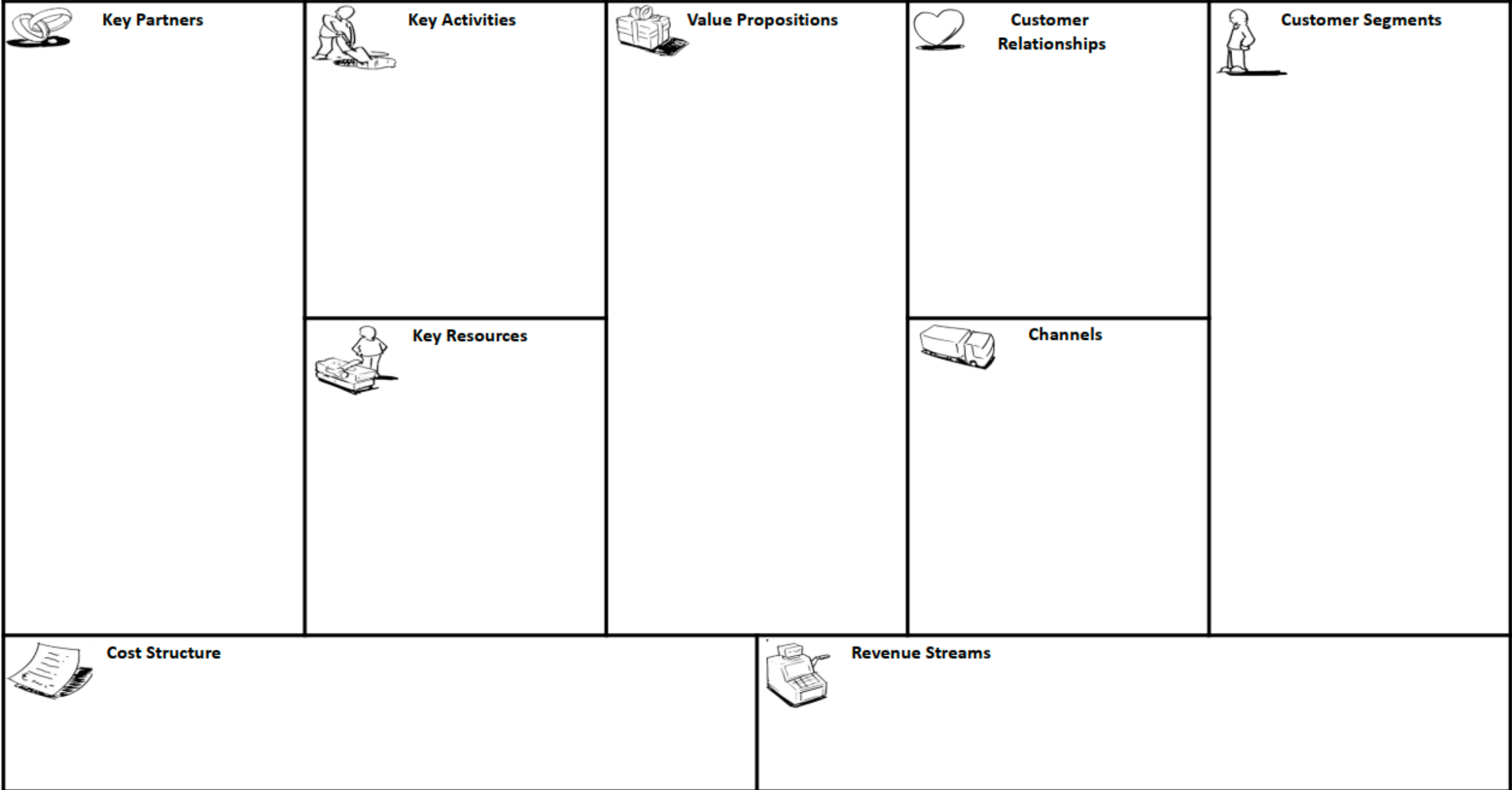
Business Model Canvas -



<http://www.businessmodelgeneration.com>

MONEY

Business Model Canvas -



Business Model Canvas



Key Partners



- Strategic alliances between non-competitors
- Coopetition: strategic partnerships between competitors
- Joint ventures to develop new business
- Buyer-supplier relationships to assure reliable supplies



Key Activities

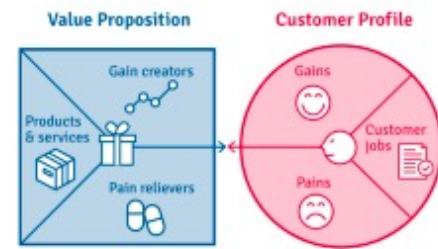


Key Resources

- Physical
- Intellectual
- Human
- Financial



Value Propositions



- Newness
- Performances
- Customization
- Design
- Brand/Status
- Price
- Cost reduction
- Risk reduction
- Accessibility

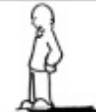


Customer Relationships

- Customer acquisition
- Customer retention
- Boosting sales (up-selling)
- Personal assistance
- Dedicate personal assistance
- Self-service
- Automated services
- Communities
- Co-Creation



Channels



Customer Segments



Cost Structure

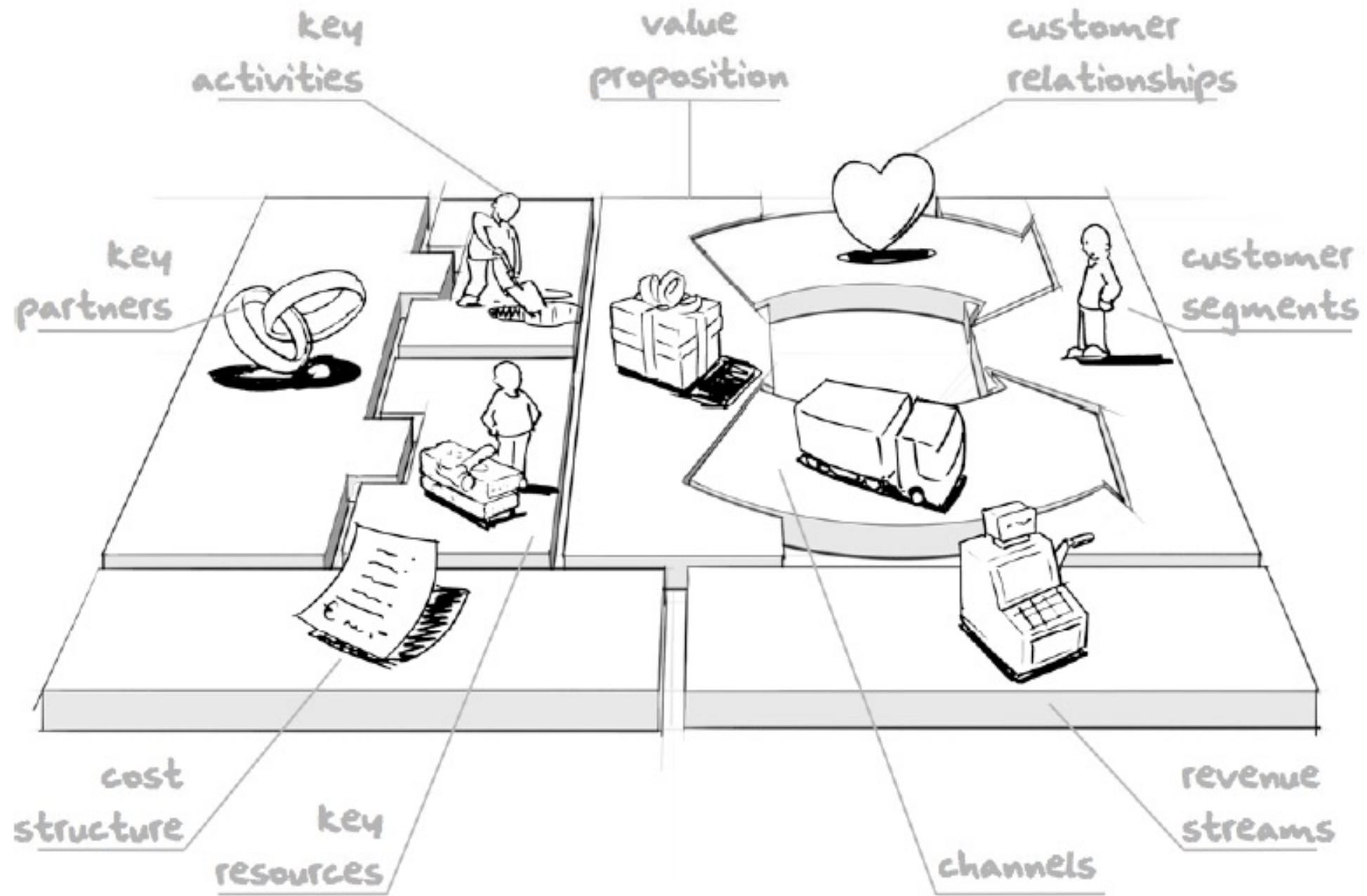
- Cost-Driven
- Value-Driven



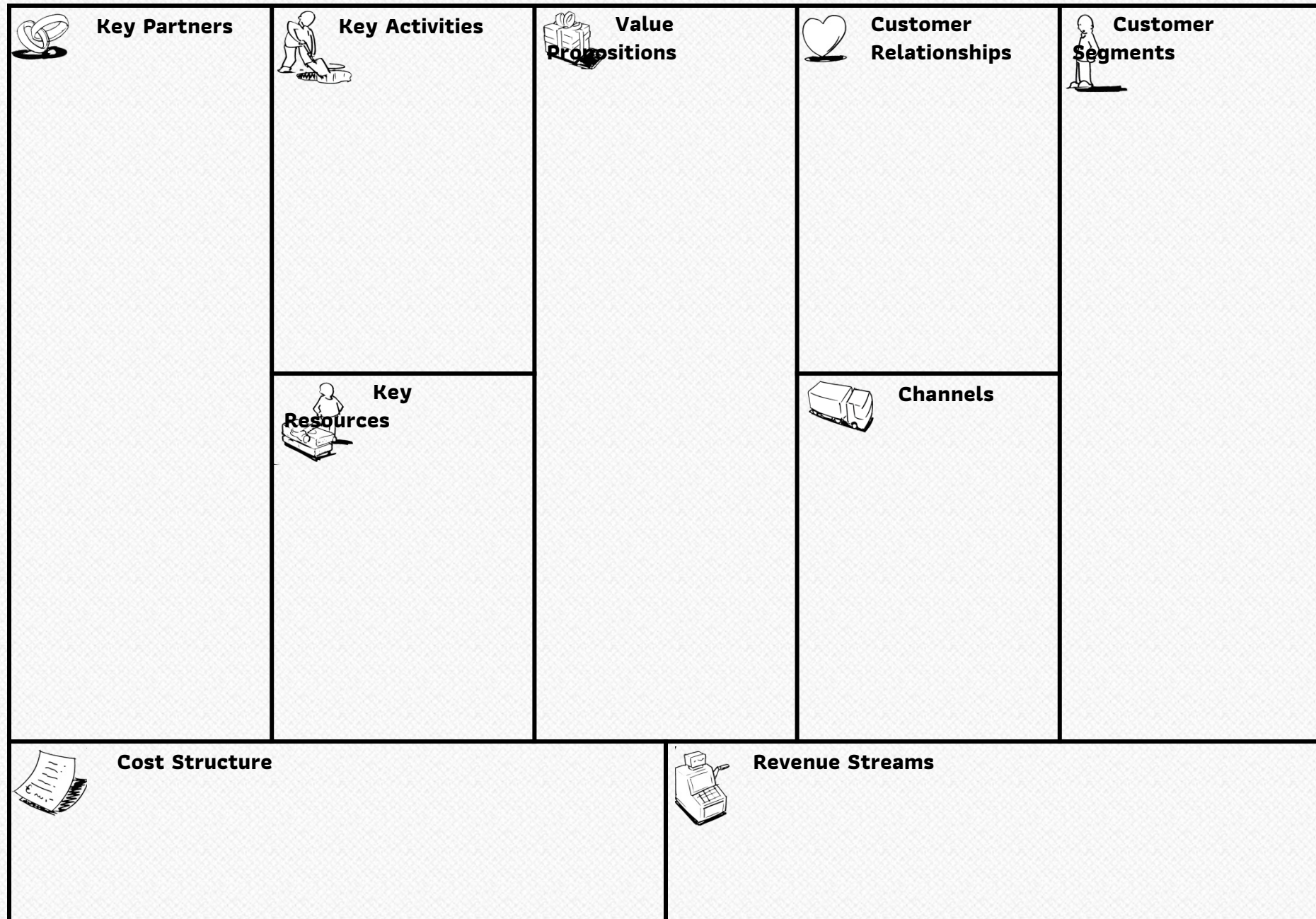
Revenue Streams

- Asset sale
- Usage fee
- Lending/Renting/Leasing
- Licensing
- Brokerage fees
- Advertising





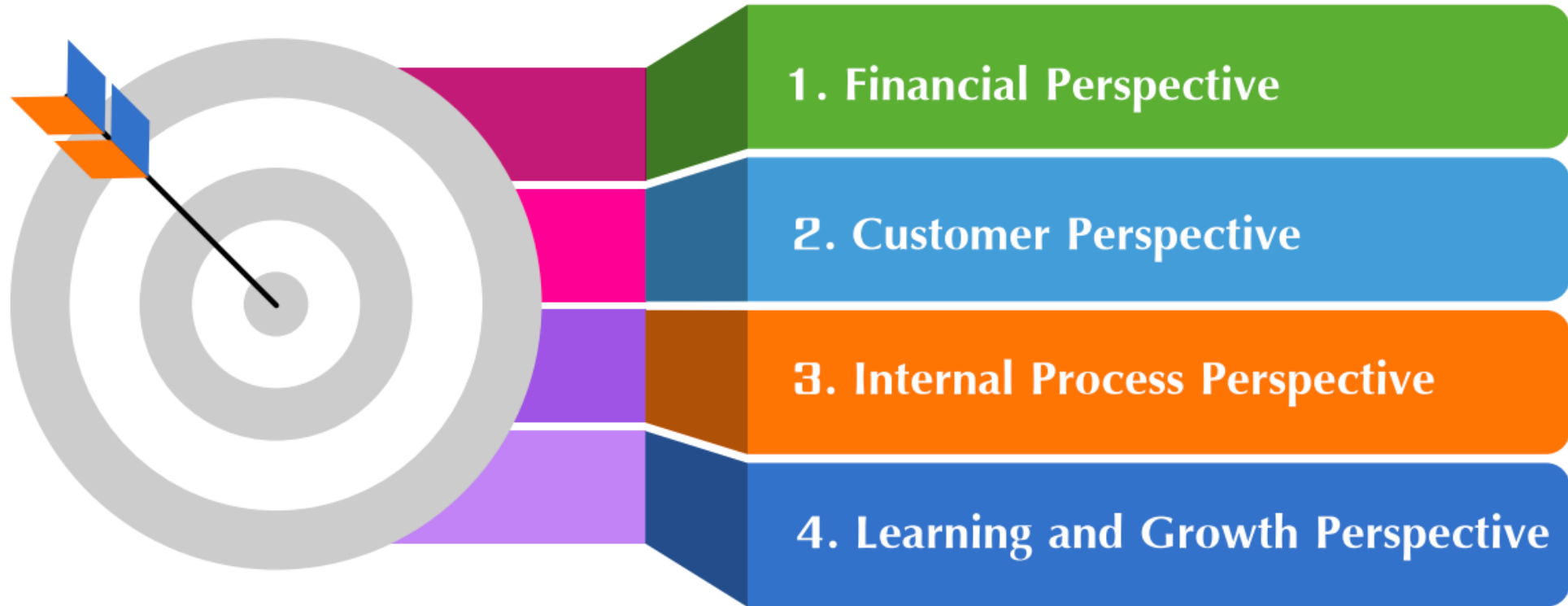
Business Model Canvas -





Balanced Scorecard

Balanced Scorecard: BSC





Workshop!



Thank You

Business Model Canvas



Asst. Prof. Wilailuk Rakbumrung, Ph.D.

wilailuk.ra@ssru.ac.th