Premast Business Model Canvas

Designed for:

Designed by:

10/13/2024

Key Partners

- Who are our Key Partners?
- Who are our key suppliers?
- Which Key Resources are we acquiring from partners?
- Which Key Activities do partners perform?
- motivations for partnerships:
  - Optimization and economy
  - Reduction of risk and uncertainty
  - Acquisition of particular resources and activities

Key Activities

- What Key Activities do our Value Propositions require?
- Our Distribution Channels?
- Customer Relationships?
- Revenue streams?

Key Resources

- What Key Resources do our Value Propositions require?
- Our Distribution Channels? Customer Relationships? Revenue Streams?

Value Proposition

- What value do we deliver to the customer?
- Which one of our customer's problems are we helping to solve?
- What bundles of products and services are we offering to each Customer Segment?
- Which customer needs are we satisfying?

Customer Relationships

- What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
- Which ones have we established?
- How are they integrated with the rest of our business model?
- How costly are they?

Channels

- Through which Channels do our Customer Segments want to be reached?
- How are we reaching them now?
- How are our Channels integrated?
- Which ones work best?
- Which ones are most cost-efficient?

Customer Segments

- For whom are we creating value?
- Who are our most important customers?
  - Mass Market
  - Niche Market
  - Segmented
  - Diversified
  - Multi-sided Platform

Cost Structure

- What are the most important costs inherent in our business model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?

Revenue Stream

- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?

10/13/2024

Key Partners

Key Activities

Key Resources

Value Proposition

Customer Relationships

Channels

Customer Segments

Cost Structure

Revenue Stream

Key Partners

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- Which Key Resources are we acquiring from partners?
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- **motivations for partnerships:**

Optimization and economy

Reduction of risk and uncertainty

Acquisition of particular resources and activities

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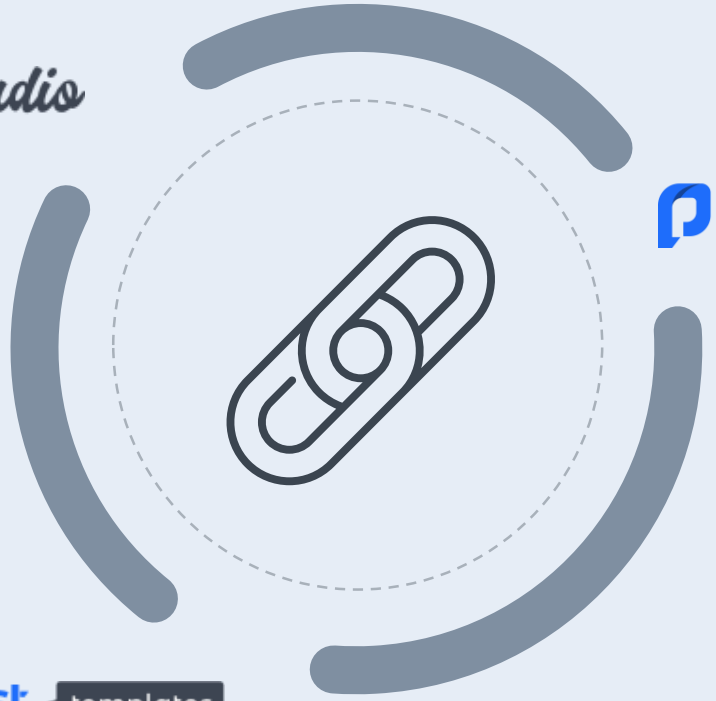

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Key Activities

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- Customer Relationships?
- Revenue streams?

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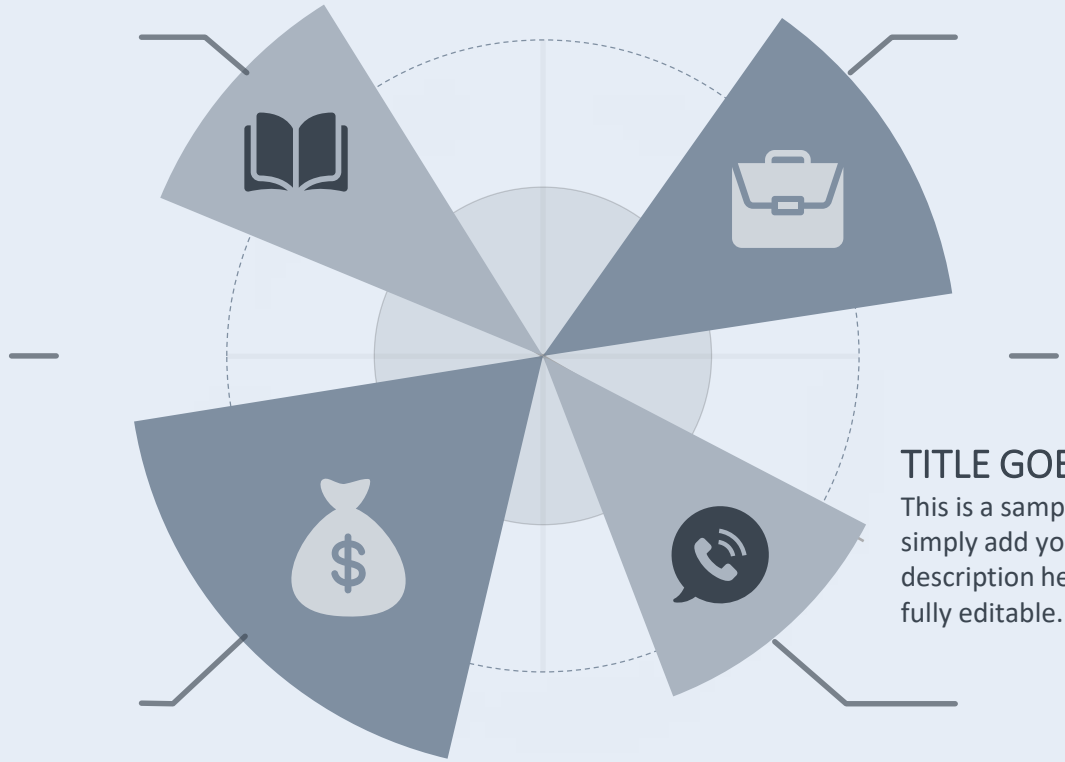

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Value Propositions

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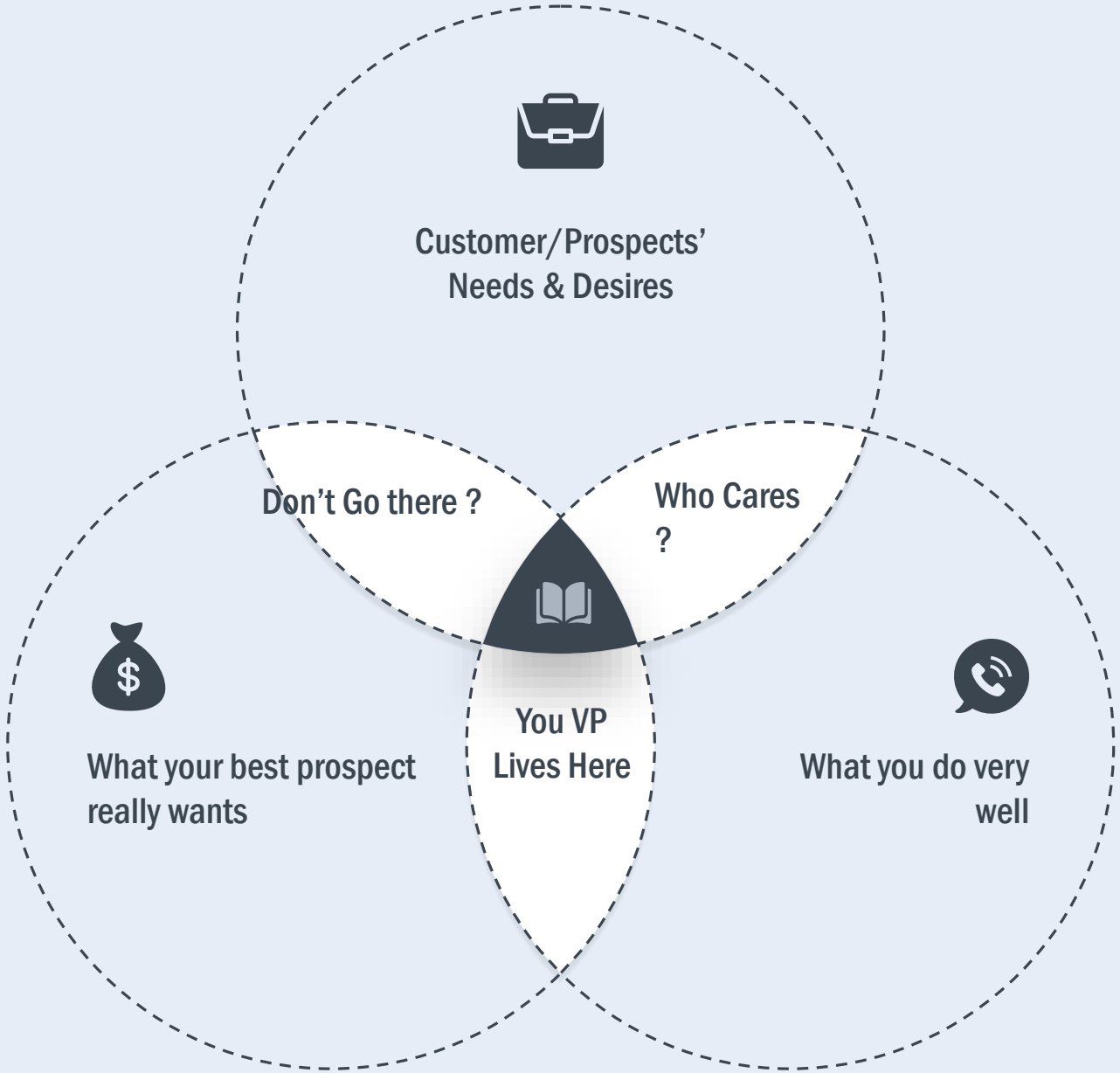

Back to main

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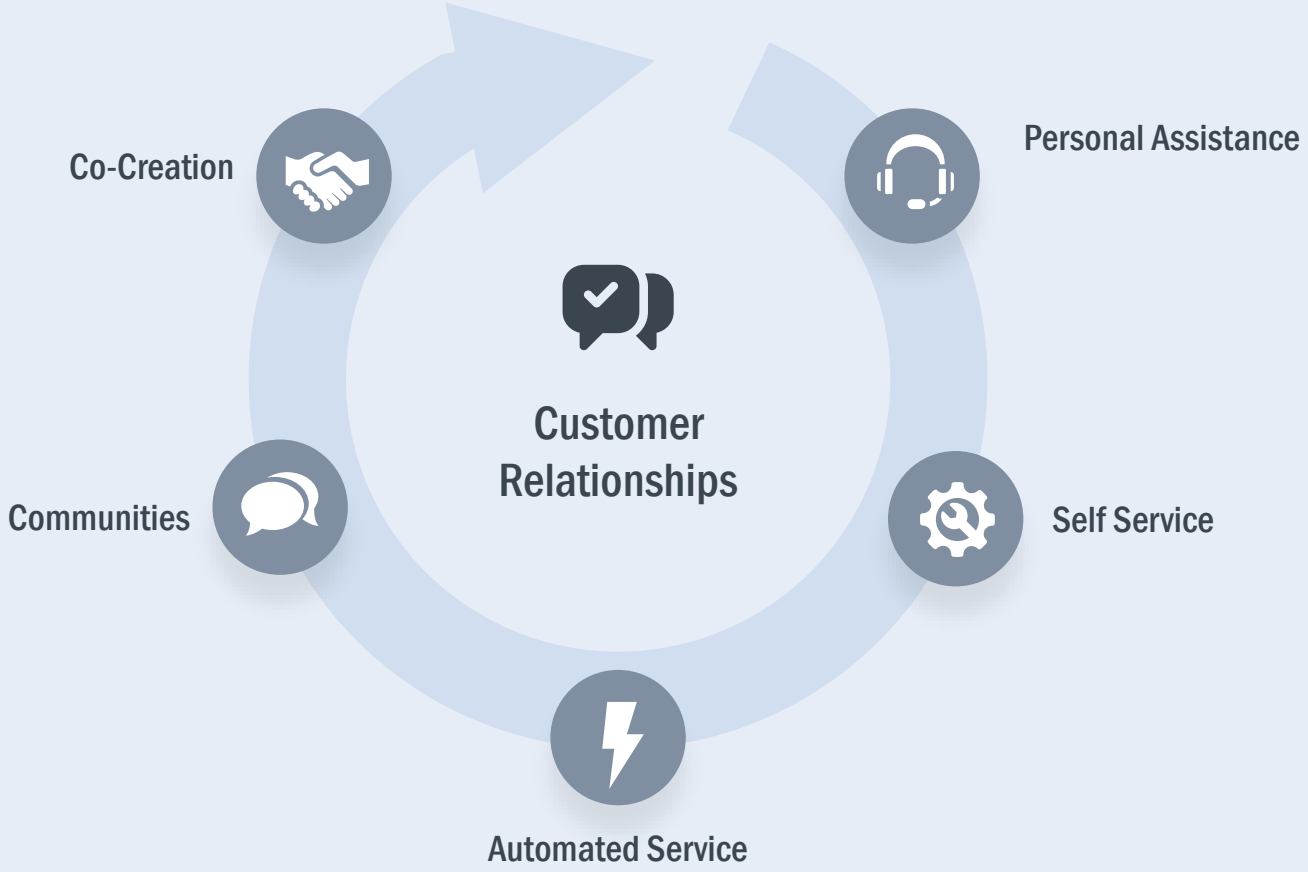

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Customer Segments

- For whom are we creating value?
- Who are our most important customers?
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- Multi-sided Platform

Geographic

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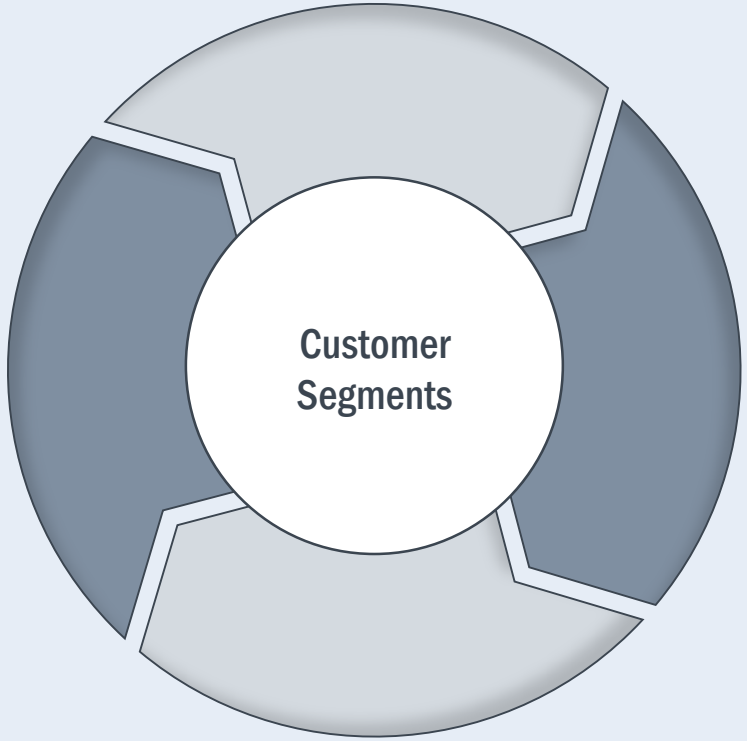

Behavioral

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Demographic

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Psychographic

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Key Resources

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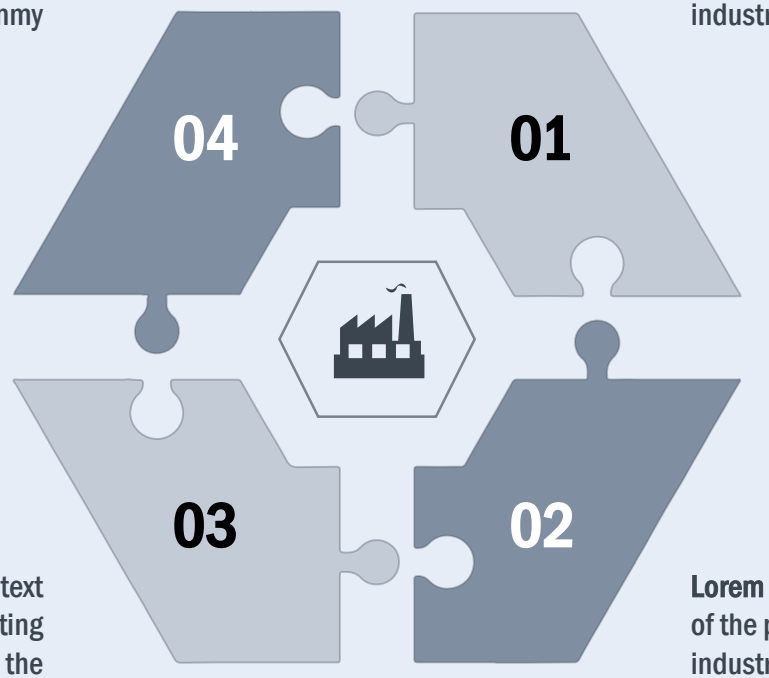

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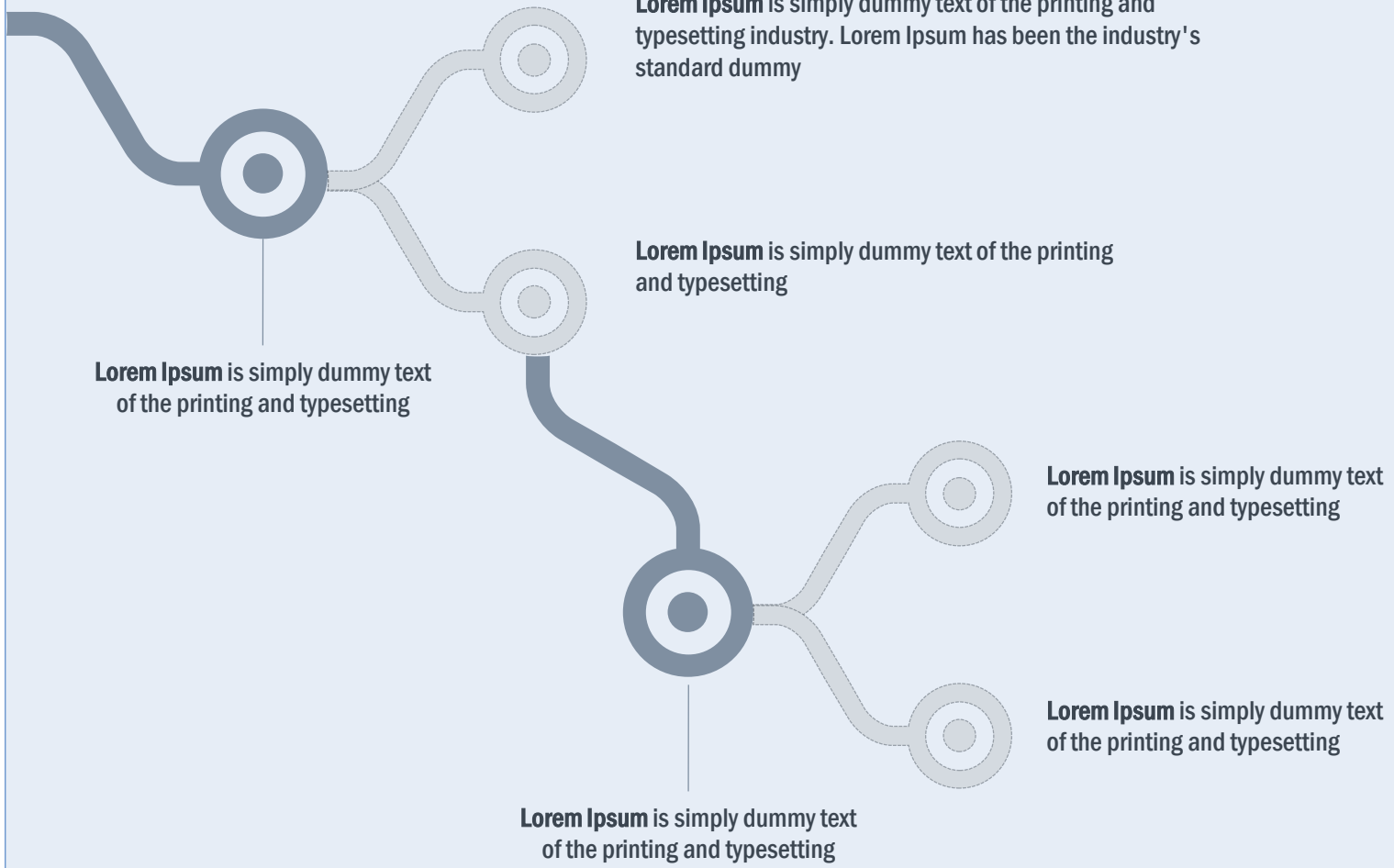
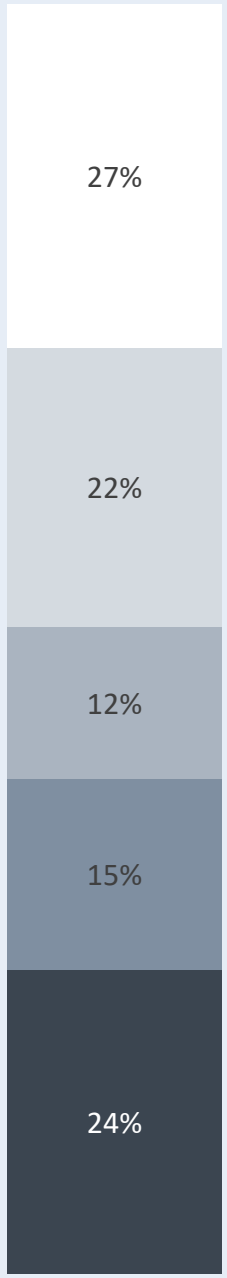


Back to main

Cost
Structure

- What are the most important costs inherent in our business
- model?
- Which Key Resources are most expensive?
- Which Key Activities are most expensive?

Describes all costs incurred to operate a business model.



Profit

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Marketing

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Operation cost

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Factory cost

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store payroll

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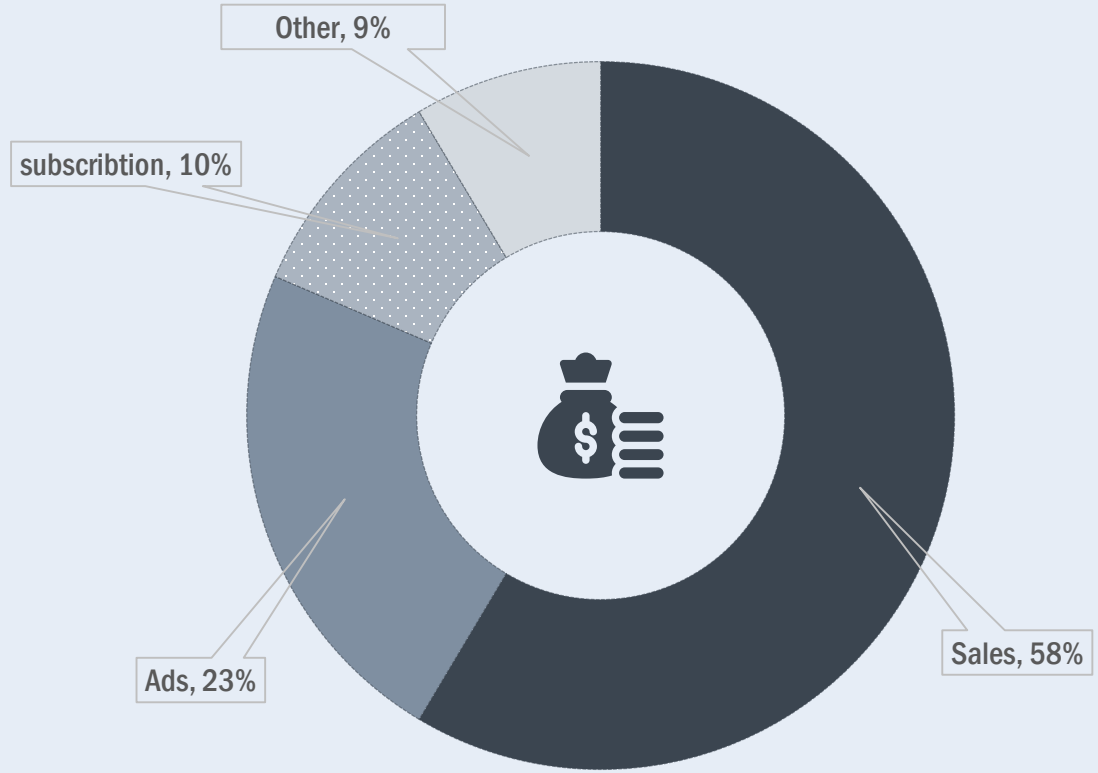
Revenue Streams

- For what value are our customers really willing to pay?
- For what do they currently pay?
- How are they currently paying?
- How would they prefer to pay?
- How much does each Revenue Stream

Represents the cash a company generates from each Customer

Segment (costs must be subtracted from revenues to create earnings).



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