

# BUSINESS MODEL STRUCTURE

# What is it?

A business model helps to identify, how a company captures, creates, and delivers “Value” for itself while delivering products or services to its customers.

# The “9 Building Blocks



# No.1 Value Proposition

Value proposition is not about the idea or product, its about what problem your solving for your customers, thus in return creating value for your business and customers.

- 1) What is the key benefit that your business offers?
- 3) Why do customers buy your product or service?



# No.2 Cx Segmentation



Customer Segmentation also allows businesses to make better use of their marketing budgets, gain a competitive edge over rival companies and, importantly, demonstrate a better knowledge of your customers' needs and wants:-

- 1) Who are your customers?
- 2) What are their key characteristics and needs?
- 3) Why should they buy from you?



# No.3 Distribution Channel

Distribution Channels helps to connects a link between the producers and the consumers:-

- 1) How are these benefits communicated to your customers?
- 2) How is the product or service sold or delivered and why?



# No.4 Cx Relationships

Customer relationships describes the type of relationship a company establishes with its specific customer segments. Customer relationships are driven by customer acquisition, customer retention, and boosting sales – in other words:-

- 1) How you get customers?
- 2) How you keep customers?
- 3) How you grow customers?
- 4) What are the key touch points?
- 5) How do you connect with them?



# No.5 Revenue Stream

A Revenue Model is the end product to answer the question: “How do I make money from various value proposition?” Using different revenue streams, which are strategies to help companies generate cash, can help anybody answer this question:-

- 1) How do you make money?
- 2) What the value to your customer?



# No.6

# Key Resources



Key Resources describes the most important assets required to make a business model work. These are the resources that allow an enterprise to create and offer a Value Proposition, reach markets, maintain relationships with Customer Segments, and earn revenues:-

- 1) What key resources do you require to create your value proposition?
- 2) Is it Virtual, Physical, Intellectual, Human, or financial?



# No.7 Key Partners

Key Partners are the relationships that you have with other business, governmental, or non-consumer entities that help your business model work. These can be the relationships that your company has with your suppliers, your manufacturers, business partners, etc. These partnerships will undoubtedly create the forces, that help your business succeed in areas that would be inefficient for you to do yourself.

- 1) Who are the key partners required to make the business model work?
- 2) Will it be:-
  - Strategic Alliance
  - Coopetition
  - Joint Ventures
  - Buyer-supplier relationships



**No.8**

**Key Activities**

Key activities are the most important activities in executing a company's value proposition: -

- 1) What key activities do our customer relationships require?
- 2) What key activities do our value propositions require?
- 3) What key activities do our channels require?

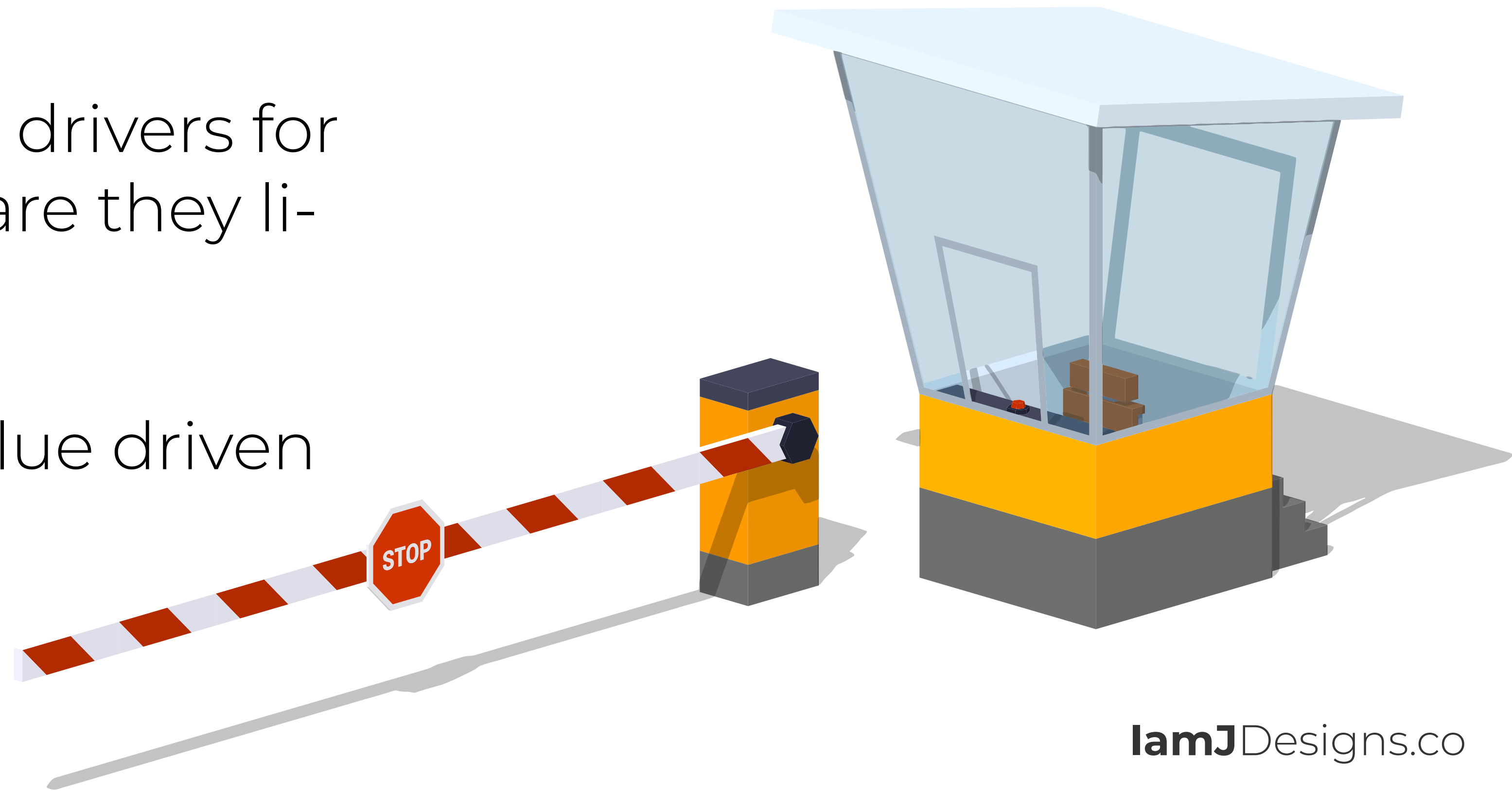


# No.9

# Cost Structure

Cost Structure defines all the costs and expenses that your company will incur while operating your business model. This final step in the process is important, because it will help your team decide whether to pivot or proceed: -

- 1) What are the major cost drivers for your business and how are they linked to your revenue?
- 2) Is your cost structure value driven or cost driven?



# **Problem Vs Needs (Bonus Content)**



# Problem vs Needs

## What's a problem?

A problem is an existing condition that diverges from expectations:

- Poor performance of a machine
- Poor image of a company
- Poor financial standing of a division
- Poor attitudes of people, etc.

Example: “We have a problem with our current equipment. It's old and it breaks down. But, until our profits improve, we'll have to live with it.”

## What's a need?

A need implies change, a desire to take action to correct a problem or take advantage of an opportunity to improve.

- Increase or enhance performance
- Improve the image of the company
- Increase profits
- Motivate people

Example: “We have to upgrade our equipment -new copiers, computers, faxes – or our profits will never improve.”

# About us

# Who are we?

IamJ Designs is a Visual Identity design consultancy based in Mumbai. We assist brands & businesses to build a strong visual identity using sophisticated brand strategy

# Why we exist?

We exist to create brand stories which are simple, timeless and expressive using pictures, shapes and typography.

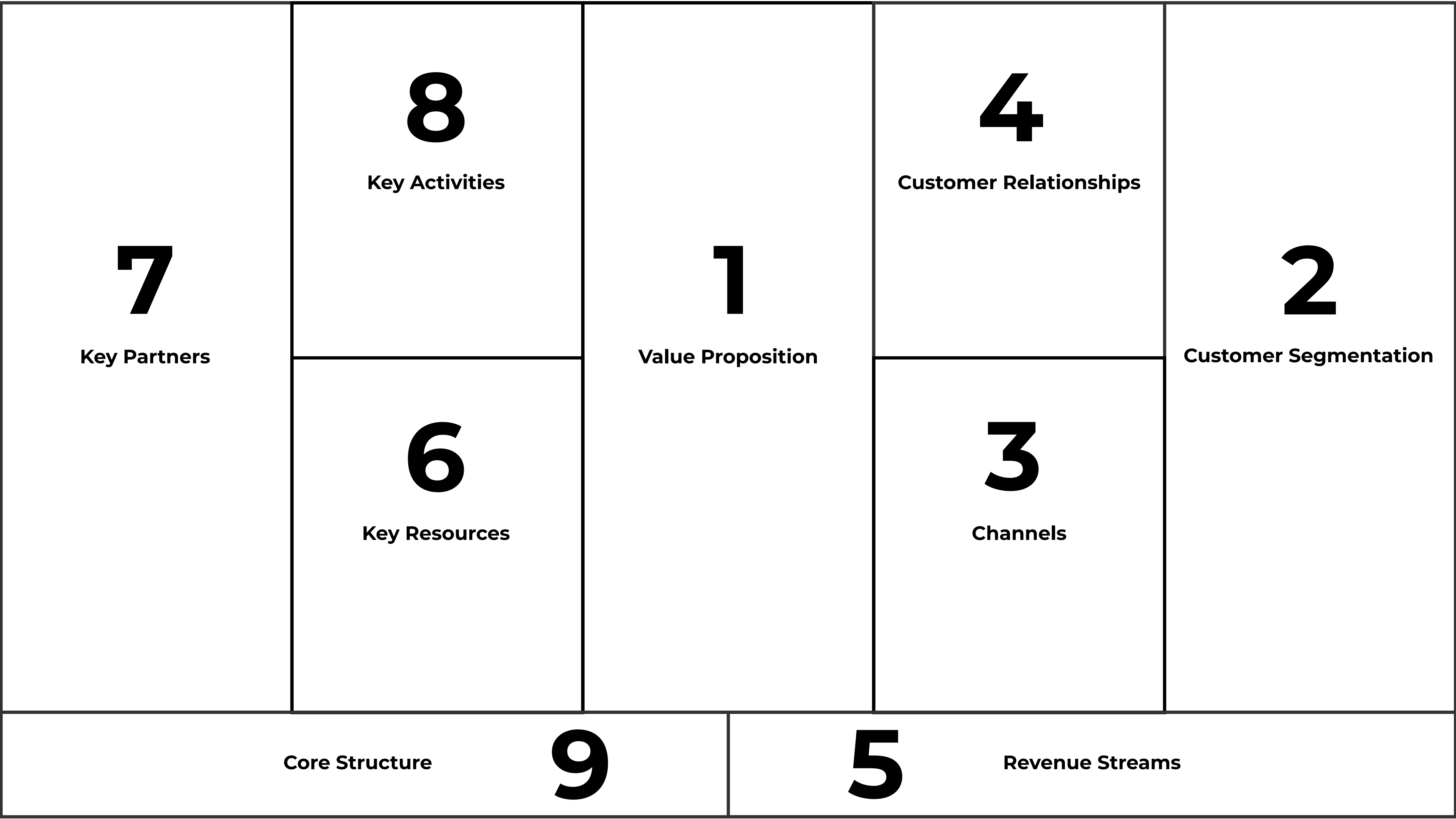
# Where we heading?

Our vision is to empower businesses around the world to become influential brands through design thinking.

# Favourite “Quote”

“

Make it simple, but significant - Don Draper



**8**

**Key Activities**

**4**

**Customer Relationships**

**2**

**Customer Segmentation**

**1**

**Value Proposition**

**3**

**Channels**

**6**

**Key Resources**

**7**

**Key Partners**

**9**

**Core Structure**

**5**

**Revenue Streams**



# THANK YOU

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