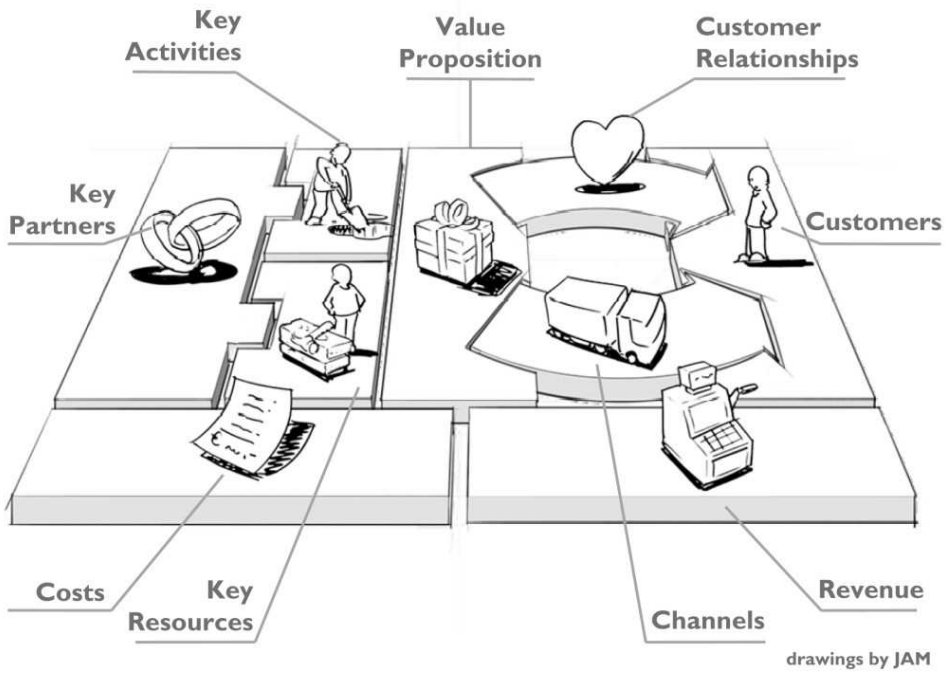
1	بخش های مشتری	CS Customer Segment	For whom are we creating value? Who are our most important customers?	Mass Market Niche Market Segmented Diversified Multi-sided Platform
2	ارزش های پیشنهادی	VP Value Propositions	What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?	CHARACTERISTICS Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability
3	کانال ها	CH Channels	Trough 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? How are we integrating them with customer routines?	CHANNEL PHASES: 1. Awareness a. How do we raise awareness about our company's product and services? 2. Evaluation a. How do we help customers evaluate our organization's Value Propositions? 3. Purchase a. How do we allow customers to purchase specific products and services? 4. Delivery a. How do we deliver a Value Proposition to customers? 5. After sales a. How do we provide post-purchase customer support?

4	ارتباط با مشتری	CR 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?	EXAMPLES Personal assistance Dedicated personal assistance Self-Service Automated Services Communities Co-creation
5	جریان های درآمدی	R$ 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 contribute to overall revenues?	TYPES: Asset sale Usage fee Subscription Fees Lending/Renting/Leasing Licensing Brokerage fees Advertising FIXED PRICING List Price Product feature dependent Customer segment dependent Volume dependent DYNAMIC PRICING Negotiation (bargaining) Yield Management Real-time-Market
6	منابع کلیدی	KR Key Resources	What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?	TYPES OF RESOURCES Physical intellectual (brand patents, copyrights, data) Human Financial
7	فعالیت های کلیدی	KA Key Activities	What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue Streams?	CATEGORIES Production Problem solving Platform/Network
8	شرکای کلیدی	KP	Who are our Key Partners?	MOTIVATIONS FOR PARTNERSHIPS:

		Key Partners	Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?	Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities
9	ساختار هزینه	C$ 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?	IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Drive (focused on value creation, premium value proposition) SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities) Variable costs Economies of scale Economies of scope

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