

Sample data for an online store shopping experience

Customer-led template

Focus explores the diverse possibilities that lie within new and untouched customer segments.

Customer Segments: Digital natives but customer experience conscious

Value proposition: Low cost provider, but excel in customer experience

Channels: One direct online, 24/7 messaging, ordering and account management channel

Customer Relationships: Personalised, direct

Revenue Streams: Product sales

Cost Structure: Higher core costs personnel, reduction of asset costs

Key Activities: Training of staff, online presence

Key Resources: personnel, technology

Key Partners: Suppliers.

Cost-driven template

Focus is on finding ways for reducing expenses in order to find opportunities elsewhere.

Cost Structure: Cheaper, lean, low capital costs, low ongoing costs

Value proposition: Low cost provider, only pay for what they use

Channels: Online only, limited customer support

Customer Relationships: Quick and accessible at all times

Customer Segments: Digital natives but cost conscious

Revenue Streams: Product sales, online advertisements

Key Activities: Online presence, sales and marketing

Key Resources: Personnel, physical real estate for warehouse, technology

Key Partners: Suppliers, delivery companies

Partnership-led

Focus is the exploration of new resources and capabilities from external partnerships.

Key Partners: Partner with car-riding and sharing services such as Uber, Lyft, Car next door

Value proposition: Save money and time shopping and traveling

Channels: All online, use of website and mobile applications

Customer Relationships: One stop shop for shopping and transport

Customer Segments: Young adults

Revenue Streams: Product and service sales

Cost Structure: Shared costs: Reduce on-going costs through partnerships

Key Activities: Marketing and online presence

Key Resources: Technology, personnel

Resource-led

Focus is on identifying ways in which a business can gain better value from its existing resources, to explore novel ways to restructure or reapply them.

Key Resources: Rent out half of warehouse as storage, offer advertisement to partners

Value proposition: Save money and time shopping and traveling

Channels: All online, use of website and mobile

applications

Customer Relationships: Easy, reliable and convenient

Customer Segments: Shoppers and partners

Revenue Streams: Multiple revenues: Storage income, product and service income, advertisement income

Cost Structure: Off set core costs through multiple revenue streams

Key Activities: Storage management, Advertisement, Marketing and online presence

Key Partners: Local suppliers

Price-led

Focus lies on reducing the cost across the entire business model in order to provide the same value at a much cheaper price.

Value proposition: Low cost provider, with simple to use system

Channels: Direct to customers online

Customer Relationships: Limited engagement, but reliable and simple

Customer Segments: Cost conscious shoppers

Revenue Streams: Product sales

Cost Structure: Streamlined process, downsizing of resources

Key Activities: Online sales, limited advertisement

Key Resources: Personnel, technology

Key Partners: International suppliers