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## Business model canvas exemple en français pdf

The Business Model Canvas Vase is one of the most important tools for designing your business model on a single page in the form of a table and continuing step by step. It represents the whole strategy put in place for the smooth operation of your business. Ideally defines itself at the beginning of the business and then improves and adapts as the trend progresses. The Business Model Canvas (BMC) is a tool designed by Alexander Osterwalder and Yves Pigneur, authors of the book Business Model Generation, which flourished a few years ago. Today he has found his place among start-ups who want to design a business model quickly and hundreds of thousands of entrepreneurs no longer hesitate to use it. What is the business model canvas number? Business model canvas is a powerful management tool to help you create or customize your business model. It differs from classic business plans by its visual aspect and intuitiveness. It allows you to quickly get a synthetic vision of your strategy and the actions to be implemented. In fact, some entrepreneurs have an idea of product or service without necessarily knowing the specific needs of their goals. BMC will validate the link between the proposed solution and customer problems. It also sheds light on communication and sales channels. Another common case is the very (too) detailed business model that doesn't allow the company to be nimble and turn around quickly. The Canva business model also demonstrates its usefulness by helping the entrepreneur formulate an idea for a business project in a simple and visual way. In fact, a company is divided into different sectors, even divided into several activities. Business Model Canvas visually shows all this synergy by offering 9 strategic blocks all connected to each other. Once your business model is established, it's important to note that it's not definitive, but scalable, especially in the startup world, where the environment can change very quickly. A tool to make a business model a realityBMC leads the entrepreneur to focus on the key elements of his business plan: the market, infrastructure or financial aspects. This leads the project creator to ask the right questions: What product or service with high added value to offer? How do I deliver my proposal to the customer? How do I generate value? How do I record the value? The tool provides an overview of the project and validates the first assumptions related to the company. But it is important to remember that business model canvas does not do everything, it is a tool among others and a market research based on matrix SWOT and PESTEL is just as indispensable. BMC makes it possible to develop the mindset around the product, the to wait for it and revenue models. The 9 components of Canvas Business ModelFor the specific interests of the various components of Canva's Business Model, we will draw on the strategy of Airbnb, which used this tool in its early days and whose success is no longer to be demonstrated. Customer segmentsFirst element and certainly the most important thing: your customers. What's their profile? What are their needs? Are they present in a mass market? Niche? Be careful not to mix all your segments if your business targets different types of customers (BoB and BoC). If your customer profiles require different strategies (you don't want to approach your customers in the same way, your marketing actions and cost structure will be different), select a matrix for each profile. Example: At Airbnb, there are several customer profiles: travelers, hosts, photographers, and businesses. So there are two offers: a BoC and a BoB. The typical profile of travelers, at the beginning of the company, was someone who likes to travel and live new experiences, wanted to save on his stay and live a new adventure in contact with locals. As for the hosts, the people who wanted to rent their available space to get an extra income while meeting new people. Value Proposal Why should your customers buy your product? What problems do you want to solve with your solution? What is the product or service offered for each need? What is your added value compared to the competition? All the answers to these questions should lead you to provoke the famous wahaou effect in your customers that will push them to consume. Example: Airbnb promises travelers to sleep with the resident, saving money on their travel. For hosts, Airbnb gives them extra payment without having to look for one-time tenants, the platform manages everything, including billing and payments. Distribution channelsHow do you want to sell your product/service? What will be the preferred distribution channel: will you be a Pure Player with it selling online only? If you sell products, which delivery option do you prefer? This part covers all distribution channels to deliver your solution. Example: Airbnb is an online platform, so its main distribution channels are the website as well as Android apps and iOS.La customer relationshipHow do you want to keep your customers? What actions do you want to take? What tools and at what cost? Customer relationship is, of course, a key element in your value creation. If your customers don't feel that closeness, they can quickly lose interest in your business. Don't forget: brand is just as important as the quality of products and services (isn't it Apple?) Example: Airbnb customers have access to 24/7 support through the platform. They also have the possibility to exchange via social networks. Revenue streamsTha is the total revenue generated by your customer segments by taking into account the budget spent creating your value. How do you make money? What are the prices set? How much do you spend on each activity? Example: Airbnb charges a 3% service fee for hosts. The platform also takes a commission of between 6% and 12% on each booking. Key activitiesThis block covers all important tasks without which your company would not work. It can be daily and monthly activities, and all company services are affected. Example: To maintain and expand its community, Airbnb relies on its community management business. Other important activities include developing updates to continuously improve the user experience. Key resourcesThis are all the essential elements for the operation and development of your startup: human resources, the financial aspect, the needs of furniture and real estate. Write down what you have and what you need. Example: To do business, Airbnb needs hosts without whom the concept could not work, but also reliable technology, employees to run the business on a daily basis and a large community of customers. Key partnersEach your strategic partners and what benefits do they bring to your business? Partnering can be beneficial in that they provide you with additional assets such as better visibility, funds or customers. Example: Airbnb develops with several key partners: hosts, travelers, photographers, their investors or the payment solutions it has introduced on its website. The cost structureSemi all these resources listed, it is now a question of which will be more expensive than the others. What are the priority costs? Highest?... Example: For the platform, the highest resource is the cost of developing and improving the website and applications, then the marketing and communication budget other and finally human resources. Example of business model canvas: AirbnbBusiness model Canvas: An inevitable success, a valuation that exceeds a billion dollars and a presence in nearly 200 countries: Airbnb has become a school business. For those who don't know this company, Airbnb is a platform for connecting travelers with private guests to accommodation. Travellers enjoy accommodation at home and have the option of enjoy a unique experience and often much cheaper than a night at the hotel. On the other hand, hosts have a good way to earn extra income. The platform also offers a BoB solution by offering business trips to business leaders and their teams. Here is an example of Airbnb's business model canvas for its B to C. Download a framework from Canvas Model MatrixYou will understand, Business Model Canvas is an indispensable tool if you want to put your startup idea on paper and not forget anything. If you want to download a frame from the matrix, it is here. Buy the book from Matrix of Canvas Business ModelYou have the opportunity to buy the book of Business Model Canvas: it's here! Here!

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