



CONSTRUCTION BUSINESS MODEL

Designed for:

Designed by:

Date:

| KEY PARTNERS | KEY ACTIVITIES | VALUE PROPOSITION | CUSTOMER RELATIONSHIPS | CUSTOMER SEGMENTS |
|--|---|---|--|---|
| <p>Who are our Key Partners? Who are our Key Suppliers? What do we acquire from Partners? Which activities do Partners perform?</p> <p>MOTIVATIONS FOR PARTNERSHIP <i>Optimization and Economy</i> <i>Reduction of Risk and Uncertainty</i> <i>Acquisition of resources and activities.</i></p> <p>Business Advisor <input type="text"/></p> <p>Legal <input type="text"/></p> <p>Financial <input type="text"/></p> <p>Risk Mgmt. <input type="text"/></p> <p>Supplier <input type="text"/></p> <p>Supplier <input type="text"/></p> <p>Supplier <input type="text"/></p> <p>Supplier <input type="text"/></p> | <p>How do we support our Value Proposition? How do we support our marketing efforts? What activities support Client Relationships? What do we do to make money?</p> <p>CATEGORIES <i>Production</i> <i>Problem-Solving</i></p> <p>We support our Value Proposition by:</p> <p>We support our Marketing efforts by:</p> <p>Our Client Relationship efforts require that we:</p> <p>The Company will make money by:</p> | <p>What value message do we deliver to clients?</p> <p>Which customer problems are we solving?</p> <p>What design message do we offer clients?</p> <p>What status message do we offer clients?</p> <p>VALUES <i>Newness</i> <i>Price</i> <i>Performance</i> <i>Cost reduction</i> <i>Customization</i> <i>Risk reduction</i> <i>Design</i> <i>Accessibility</i> <i>Brand/Status</i> <i>Convenience</i></p> <p>Position Statement</p> <p>Unique Value Statement</p> <p>Unique Value Proposition</p> | <p>What type of relationship do our Clients expect us to establish and maintain?</p> <p>Which relationships have we established?</p> <p>How are customer expectations integrated into our business model?</p> <p>How costly are the relationships?</p> <p>RELATIONSHIP TYPES <i>Personal assistance</i> <i>Communities</i> <i>Consultative advisor</i> <i>Co-creation</i> <i>Automated Services</i> <i>Self Service</i></p> | <p>For whom are we creating value? Who are our most important customers? Who are our flanker markets? Which markets will we not address?</p> <p>MARKET TYPES <i>Mass Market</i> <i>Segmented</i> <i>Niche Market</i> <i>Divrsified</i></p> <p>Market Type <input type="text"/></p> <p>Main Market <input type="text"/></p> <p>Flanker Market 1 <input type="text"/></p> <p>Flanker Market 2 <input type="text"/></p> |
| | KEY RESOURCES | | CHANNELS | |
| | <p>Resources required by Value Propositions? Resources required by Marketing effort? Resources required by Client Relationships? Resources required to make money?</p> <p>TYPES OF RESOURCES <i>Physical</i> <i>Financial</i> <i>Design</i> <i>Labor</i></p> <p>Value Proposition Resource</p> <p>Marketing Channel Resource</p> <p>Client Relationship Resource</p> <p>Revenue Stream Resource</p> | | <p>Which channels do our clients request? How are we reaching our clients now? Which channel works best? Which channel is most cost efficient?</p> <p>CHANNEL PHASES: 1. Awareness <i>How do we raise awareness of company?</i> 2. Evaluation <i>How do we help clients understand Value?</i> 3. Purchase <i>How do clients purchase from the company?</i> 4. Delivery <i>How do we deliver value to our clients?</i> 5. After Sales <i>How do we provide post-purchase support?</i></p> | |
| COST STRUCTURE | | REVENUE STREAMS | | |
| <p>What are the most important costs in business model?</p> <p>Which Key Resources are most expensive?</p> <p>Which Key Activities are most expensive?</p> | <p>IS THE BUSINESS MORE: <i>Cost-driven</i> <i>(leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)</i></p> <p><i>Value-driven</i> <i>(focused on value creation, premium value proposition)</i></p> <p>The Business Is:</p> | <p>For what value are clients really willing to pay?</p> <p>For what do clients currently pay?</p> <p>How are clients currently paying?</p> | <p>How would clients prefer to pay?</p> <p>How much does each Revenue Stream contribute to revenues?</p> | |