

## Feedback — Assignment 5: Business model canvas

[Help](#)

Thank you. Your submission for this quiz was received.

You submitted this quiz on **Sun 5 Oct 2014 7:16 PM WEST**. You got a score of **18.00** out of **18.00**.

Based on a business idea that you believe to be an exciting new venture opportunity, please develop a Business Model Canvas for this idea. This can be a brand new idea, or an existing idea or business that you are developing. Your submission with this assignment will not be shared with classmates, and will only be viewable by University and Coursera staff. Each of the nine building blocks are listed below. Within each block, provide a comprehensive discussion of how you would design each element within the Business Model Canvas. As a guideline for the length of your submission, we suggest one paragraph for each of the nine responses.

### Question 1

What is the Value Proposition that your company or organization offers to solve customer problems and satisfy their needs? Your response should address value proposition items to include a distinct mix of elements catering to a customer segment's needs. Values may be quantitative, such as price or speed of service, or qualitative, such as design or customer experience. Please respond with one paragraph.

You entered:

My company offers a service to locals (mostly), which in this case are classes in specialised technology areas with reduced prices when compared with other companies - a segment that is growing every day.

Your Answer	Score	Explanation
My company offers a service to locals (mostly), which in this case are classes in specialised technology areas with reduced prices when compared with other companies - a segment that is growing every day.	✓ 2.00	
Total	2.00 / 2.00	

#### Question Explanation

Key areas to address are your customer segment's needs. Values may be quantitative, such as price or speed of service, or qualitative, such as design or customer experience.

### Question 2

What are the Customer Segments that your company or organization serves? Your response should address customer segment items to include the needs and wants of customers, distribution channels, types of relationships, different profitabilities, and the customers' willingness to pay. Please respond with one paragraph.

You entered:

My product will help people with or without jobs getting that need new knowledge or consolidate their knowledge at a low price (500\$) through specialised courses, such as AutoCAD, Photoshop, etc. To do that I will need a store and professors and do some marketing with flyers.

Your Answer	Score	Explanation
My product will help people with or without jobs getting that need new knowledge or consolidate their knowledge at a low price (500\$) through specialised courses, such as AutoCAD, Photoshop, etc. To do that I will need a store and professors and do some marketing with flyers.	✓ 2.00	
Total	2.00 / 2.00	

#### Question Explanation

Key areas to address are the needs and wants of customers, distribution channels, types of relationships, different profitabilities, and the customers' willingness to pay.

### Question 3

What Channels does your company or organization utilize for communication, distribution, and sales? Your response should address some or all of the five distinct channel phases which include awareness, evaluation, purchase, delivery, and after sales. Please respond with one paragraph.

**You entered:**

Awareness: I will create a website and distribute flyers to let customers know about this company;  
evaluation: I will analyse my competitors in the zone and ask people what type of courses they are looking forward;  
purchase: the customers will be able to pay with money or credit card;  
Delivery: the delivery is made in my school with good teachers;  
after sales: I will give them a voucher to their next course and allow them to drop the course.

Your Answer	Score	Explanation
Awareness: I will create a website and distribute flyers to let customers know about this company; evaluation: I will analyse my competitors in the zone and ask people what type of courses they are looking forward; purchase: the customers will be able to pay with money or credit card; Delivery: the delivery is made in my school with good teachers; after sales: I will give them a voucher to their next course and allow them to drop the course.	✓ 2.00	
Total	2.00 / 2.00	

#### Question Explanation

Key areas to address are communication, distribution, and sales. Responses should address some or all of the five distinct channel phases which include awareness, evaluation, purchase, delivery, and after sales.

### Question 4

What are the Customer Relationships that your company or organization plans to establish with its customer segments? Your response should address customer relationships that may include customer acquisition, customer retention, and upselling. Please respond with one paragraph.

**You entered:**

The customer can purchase the course in the school, this way we can also recommend other courses to the customer (upselling) based one the market needs and do some successful customer retention in the first contact.

Your Answer	Score	Explanation
The customer can purchase the course in the school, this way we can also recommend other courses to the customer (upselling) based one the market needs and do some successful customer retention in the first contact.	✓ 2.00	
Total	2.00 / 2.00	

#### Question Explanation

Key areas to address are customer relationships that may include customer acquisition, customer retention, and upselling.

### Question 5

What are the Revenue Streams that your company or organization will generate? Your response should address at least one of the following transaction revenues resulting from one-time customer payments or recurring revenues resulting from ongoing payments. Please respond with

one paragraph.

**You entered:**

There are several ways to generate revenue streams: Asset sale Usage fee Subscription fees Lending/Renting/Leasing Licensing Brokerage fees Advertising, in this case I will use subscriptions, the customer subscribes a course to generate revenue.

**Your Answer****Score****Explanation**

There are several ways to generate revenue streams: Asset sale Usage fee Subscription fees Lending/Renting/Leasing Licensing Brokerage fees Advertising, in this case I will use subscriptions, the customer subscribes a course to generate revenue.



2.00

Total

2.00 / 2.00

**Question Explanation**

The key question to address is how the business will generate revenues.

## Question 6

What are the Key Partnerships that your company or organization utilizes? Your response should describe the company or organization's network of suppliers and partners. Examples of partnerships include strategic alliances, co-opetition, joint ventures, and buyer-supplier relationships. Please respond with one paragraph.

**You entered:**

There are different types of partnerships: strategic alliances between non-competitors; strategic partnerships between competitors to joint ventures to develop new businesses; buyer-supplier relationships to assure reliable supplies; in this case I will need some suppliers to buy computers and the collaborators that will be the professors.

**Your Answer****Score****Explanation**

There are different types of partnerships: strategic alliances between non-competitors; strategic partnerships between competitors to joint ventures to develop new businesses; buyer-supplier relationships to assure reliable supplies; in this case I will need some suppliers to buy computers and the collaborators that will be the professors.



2.00

Total

2.00 / 2.00

**Question Explanation**

The key questions to address are the partner relationships related to suppliers, collaborators, etc.

## Question 7

What Key Resources are required to make the business model work? Your response should address key resources that can be physical, financial, intellectual, and/or human. Please respond with one paragraph.

**You entered:**

Every business model requires Key Resources, which allow an enterprise to create and offer a Value Proposition, reach markets, maintain relationships with Customer Segments, and earn revenues - different Key Resources are needed depending on the type of business model and they can be physical, financial, intellectual, or human - but more importantly for this business the key resource can be owned or leased by the company or acquired from key partners, which in this case I will lease from another company.

**Your Answer****Score****Explanation**

Every business model requires Key Resources, which allow an enterprise to create and offer a Value Proposition, reach markets, maintain relationships with Customer Segments, and earn revenues - different Key Resources are needed depending on the type of business model and they can be physical, financial, intellectual, or human - but more importantly for this business the key resource can be owned or leased by the company or acquired from key partners, which in this case I will lease from another company.

✓ 2.00

Total

2.00 / 2.00

**Question Explanation**

Key resources to address include physical, financial, intellectual, and/or human capital.

## Question 8

What are the Key Activities your company or organization must perform? Your response should describe the most important activities a company must perform to operate successfully. Key activities will differ depending on type of business. These activities may be outsourced or completed within the organization. Please respond with one paragraph.

**You entered:**

Every business model calls for a number of Key Activities, these are the most important actions a company must take to operate successfully and they can be categorized as follows: Production; Problem solving; Platform/network.

**Your Answer****Score****Explanation**

Every business model calls for a number of Key Activities, these are the most important actions a company must take to operate successfully and they can be categorized as follows: Production; Problem solving; Platform/network.

✓ 2.00

Total

2.00 / 2.00

**Question Explanation**

Key activities to address include the fundamental practices that the business must pursue.

## Question 9

What is the Cost Structure of your company or organization? Your response should describe all costs incurred to operate the business model. Two types of cost structures are cost-driven and value-driven; many business models fall somewhere in between these two models. Please respond with one paragraph.

**You entered:**

Some companies are less concerned with the cost implications of a particular business model design, and instead focus on value creation. Premium Value Propositions and a high degree of personalized service usually characterize value-driven business models. Cost Structures can have the following characteristics: -Fixed costs -Variable costs -Economies of scale -Economies of scope. In this case, this will not be a start-up, but I need to do some recurring costs of the business.

**Your Answer****Score****Explanation**

Some companies are less concerned with the cost implications of a particular business model design, and instead focus on value creation. Premium Value Propositions and a high degree of personalized service usually characterize value-driven business models. Cost Structures can have the following characteristics: -Fixed costs -Variable costs -Economies of scale -Economies of scope. In this case, this will not be a start-up, but I need to do some recurring costs of the business.

✓ 2.00

Total

2.00 / 2.00

**Question Explanation**

Key areas to address are the start-up and recurring costs of the business.