

The Business Model CANVAS

Designed for: Lanpaq Designs

Designed by: Abiola Ogunbajo

<div><div>Key Partners</div><div><div>1. HIGH-END TECHNOLOGY-BASED SUPPLIERS E.G. WYRE STORM.</div><div>2. ARCHITECTS</div><div>3. BUILDERS</div><div>4. MECHANICAL AND ELECTRICAL CONSULTANTS</div><div>5. PROJECT MANAGERS</div><div>6. QUANTITY SURVEYOR</div><div>7. SENIOR AUTOMATION COMPANIES</div></div></div>	<div><div>Key Activities</div><div><div>1. DESIGN, ENGINEERING AND SERVICING OF SIMPLE TO COMPLEX INTEGRATED AUDIO-VISUAL SYSTEMS.</div><div>2. INSTALLATION OF INTEGRATED AUDIO-VISUAL SYSTEMS.</div></div></div>	<div><div>Value Propositions</div><div><div>1. TO CREATE A LOW, MEDIUM, AND HIGH-END SMART SPACE, WHERE ALL THE AUDIO-VISUAL EQUIPMENT CAN COMMUNICATE WITH EACH OTHER SEAMLESSLY.</div><div>2. TO GIVE A POSITIVE CUSTOMER EXPERIENCE BUSINESS WHICH PROVIDES QUALITY, SUPERIOR, RELIABLE AND AFFORDABLE AUDIO- VISUAL PRODUCTS AND SERVICES AT ONE STOP.</div></div></div>	<div><div>Customer Relationships</div><div><div>1. LONG – TERM</div><div>2. PERSONAL ASSISTANCE</div><div>3. DEDICATED PERSONAL ASSISTANCE</div></div><div>A LONG-TERM CUSTOMER RELATIONSHIP HAS BEEN ESTABLISHED. THE CUSTOMER RELATIONSHIPS ARE NOT COSTLY.</div></div>	<div><div>Customer Segments</div><div><div>1. PRIVATE INDIVIDUAL HOMES</div><div>2. EDUCATIONAL INSTITUTES</div><div>3. HOSPITALITY INDUSTRY</div><div>4. RELIGIOUS ORGANISATIONS</div><div>5. MEDIA AND BROADCASTING NETWORKS</div></div></div>
	<div><div>Key Resources</div><div><div>1. RAW MATERIALS E.G. PVC PIPE, RG6 CABLES, E.T.C.</div><div>2. ARCHITECTURAL, MECHANICAL AND ELECTRICAL DESIGNS.</div><div>3. WAREHOUSE/STORE</div><div>4. SHIPPING SERVICES</div><div>5. SOFTWARE APPLICATIONS E.G RED BEAMS INVENTORY, EZ OFFICE INVENTORY.</div></div></div>		<div><div>Channels</div><div><div>1. WEBSITE- WHERE CUSTOMERS CAN MAKE ENQUIRIES, BOOK AN APPOINTMENT OR SCHEDULE A SITE SURVEY.</div><div>2. EXPERIENCE CENTERS - WHERE CUSTOMERS HAVE A CHANCE TO UNDERTAKE AN IMMERSIVE BRAND EXPERIENCE.</div><div>3. QUARTERLY MAINTENANCE</div></div></div>	
<div><div>Cost Structure:</div><div>VALUE-DRIVEN – THE BUSINESS IS FOCUSED ON VALUE CREATION AND PREMIUM VALUE PROPOSITION.</div><div>FIXED COSTS – SALARIES, RENTS, UTILITIES</div><div>VARIABLE COSTS – SHIPPING FEE</div></div>		<div><div>Revenue Streams:</div><div><div>1. USAGE FEE</div><div>2. INSTALLATION FEE</div><div>3. QUARTERLY MAINTENANCE FEE</div></div><div>THE PRICING IS FIXED. THE PRICING IS PRODUCT FEATURE DEPENDENT, CUSTOMER SEGMENT DEPENDENT AND VOLUME DEPENDENT.</div></div>		