# Tukhtamishev Akobir Doniyor Ugli

# Final Exam Answers

## 1. The Five Components of the Business Model (20 points)

The business model comprises the following five components, each essential for creating and sustaining value:  
1. Customer Value Proposition (CVP): A CVP outlines what value the company offers to its customers to solve their problems or meet their needs.

A customer value proposition is the sum total of benefits or values a vendor promises to a customer. These value additions can range from monetary to non-monetary and are typically associated with the purchase of that vendor’s product or service.

To ensure that your company is attracting the ideal customer and making them grow, you should often take the time to come up with a customer value proposition CVP as it will alert prospective customers of what your company does well and why shopping or collaborating with you would be a prudent practice.

Example: Apple offers innovation and simplicity with products like the iPhone.

2. Market Segmentation: Identifying and targeting specific groups of customers based on their needs, demographics, or preferences.

Market segmentation is an extension of market research that seeks to identify targeted groups of customers to tailor products and branding in a way that is attractive to the group. The objective of market segmentation is to minimize risk by determining which products have the best chances of gaining a share of a target market and determining the best way to deliver the products to the market.

Types of Market segmentation:

1. Demographic segmentation
2. Firmographic segmentation
3. Geographic segmentation
4. Behavioral segmentation
5. Psychographic segmentation

As an example Netflix targets tech-savvy users across global markets.

3. Revenue Model: Defines how a business earns money from its offerings, such as subscription-based, transaction-based, or advertising-driven.

It details how the business plans to generate revenue streams and get paid by its customers.

In simple terms, the revenue model answers this critical question:

“How does this company make money?”

It encompasses the sales, pricing, and payment methods for exchanging value between a business and its customers.

Example: Google uses an advertising-based revenue model.

4. Growth Model: Strategies to expand customer base, increase revenue, and sustain competitive advantage.

Simply put, a growth model is a strategy to maximize revenue and profit by focusing on acquiring new customers while retaining existing ones. You may even call it the North star of your growth efforts.

It can also be explained as the process of building a sustainable customer base that generates repeat revenue over time.

You can implement this by looking at what others have done before you who had similar goals and values or you can create one from scratch but adapt it along the way as needed for your specific business needs.

Example: Tesla grows by innovating in electric vehicle technologies.  
5. Capabilities: capability refers to the specific abilities and capacities an organization has to carry out its business functions and achieve its strategic objectives. It represents what the organization can do or is good at doing.

As an example we can get Samsung -> leverages its advanced manufacturing capabilities and strong supply chain.

## 2. The Five Levels of Leadership and Admiral Yi’s Leadership (30 points)

The Five Levels of Leadership, as described here, offer a progression of leadership qualities from individual excellence to legacy-defining impact. Admiral Yi Sun-sin’s life and actions during the Imjin War (1592–1598) serve as an exemplary case study of how one can ascend through these levels. Here's how the levels apply to both general leadership and Admiral Yi specifically:

The Five Levels of Leadership:  
Level 1: Highly Capable Individual - Characterized by personal skills, knowledge, and work ethic. Early in his career, Yi demonstrated remarkable personal discipline, physical prowess, and an exceptional understanding of naval warfare and strategy. His early successes in smaller roles were built on his meticulous planning and tireless work ethic. His ability to innovate, as seen in the design of the turtle ship, highlights his technical brilliance at this stage.

Level 2: Contributing Team Member - Works effectively within a team to achieve group objectives. Yi exemplified teamwork by forging strong relationships with his crew. He understood that the success of his naval campaigns depended on the cohesion and morale of his sailors. By emphasizing fairness and treating his men with respect, he created a unified and motivated team. Even under severe resource constraints, his navy operated as an effective unit because of his collaborative leadership style.

Level 3: Competent Manager. Yi’s ability to manage scarce resources during the Imjin War was extraordinary. Faced with limited ships and supplies, he optimized his navy’s performance through rigorous training, strategic positioning, and innovative tactics. His ability to turn a ragtag fleet into a formidable force exemplifies his mastery as a competent manager.anager - Organizes resources effectively to achieve team goals.

Level 4: Effective Leader - Inspires teams towards a compelling vision. Admiral Yi’s Example: Yi inspired his sailors with his unwavering commitment to defending Korea against overwhelming odds. His leadership during the Battle of Myeongnyang, where he led 13 ships to victory against a fleet of 300, is a testament to his ability to inspire his men to achieve the seemingly impossible. His courage, strategic foresight, and ability to remain calm under pressure motivated his crew to give their utmost effort.  
Level 5: Executive Leader - Executive leaders demonstrate a blend of professional willpower and personal humility, leaving a lasting legacy. They are selfless, prioritize the greater good, and achieve results that endure beyond their tenure. Admiral Yi reached the pinnacle of leadership by embodying resilience, humility, and strategic brilliance. Despite political persecution and personal hardships, he never wavered in his duty to protect his nation. His legacy is immortalized in Korean history and culture as a symbol of patriotism, integrity, and selfless service. His actions during the war saved Korea and continue to inspire leaders worldwide.  
Most Important Leadership Trait of Admiral Yi:  
His strategic adaptability and selfless service exemplify Level 5 leadership. He prioritized the nation’s safety over personal gain and adapted to challenges with innovative strategies.  
  
Applying Admiral Yi’s Leadership to my Situation:  
Admiral Yi’s leadership principles can guide:  
- Adaptability: Staying flexible and innovative.  
- Selflessness: Prioritizing team or organizational goals.  
- Strategic Vision: Focusing on long-term success.