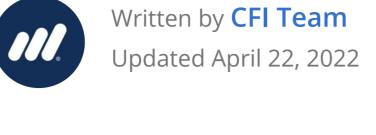
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Resources

# **Business Model Canvas** Examples

How to use the business model canvas

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### The business model canvas is a tool used by business owners and managers to plan their strategy and husiness model. This tool can be used to plan any sort of husiness

**Business Model Canvas Examples** 

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## **Business Model Canvas Template**

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value proposition.

interacts with.

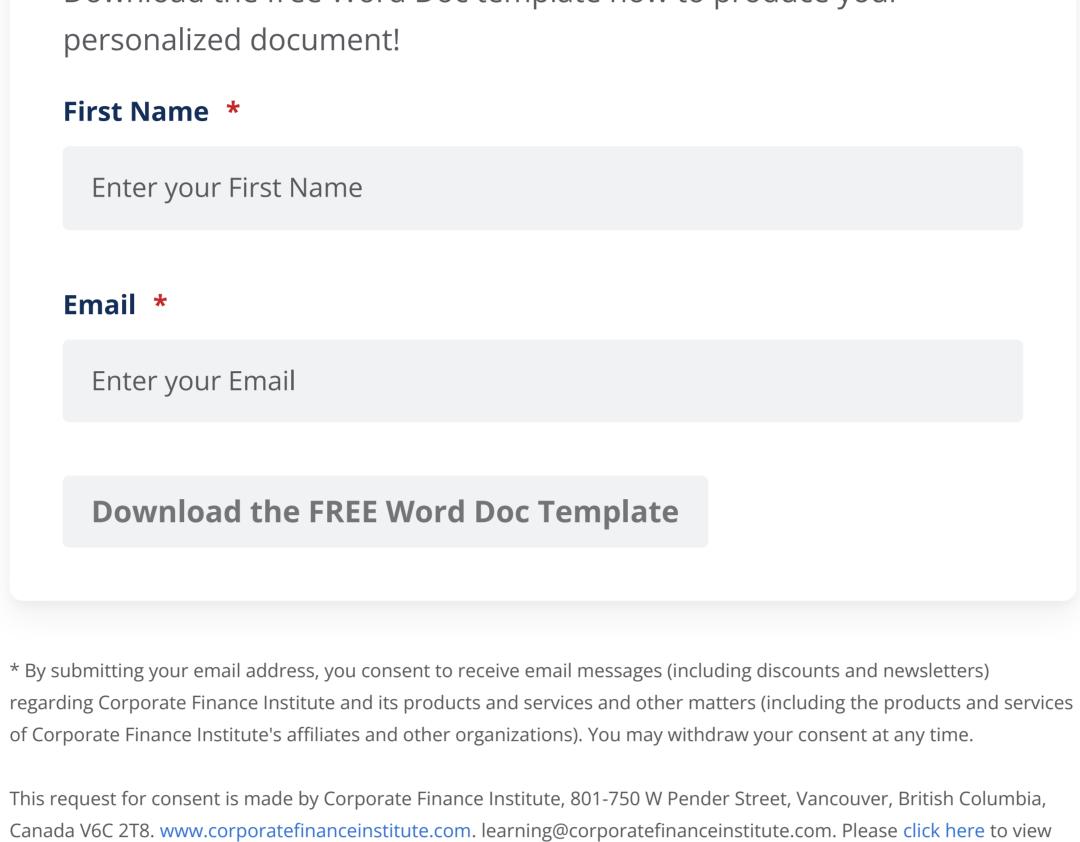
industries:

**Summary** 

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companies or people. 2. **Key Activities:** Activities or tasks that are integral to operating your company.

1. **Key Partners:** The strategic relationships your business creates with other

There are nine main building blocks in the business model canvas template:

4. Value Proposition: The fundamental need that your company is trying to fulfill for its customers. Why your company exists.

3. **Key Resources:** Assets that are required to operate and deliver your company's

- 5. Customer Relationships: The type of interactions your company has with its customers and the level of support it gives.
- value proposition to customers. 7. Customer Segments: The different groups of customers that your company

6. Channels: Different methods that your company uses to deliver its products and

- 8. Cost Structure: How a company spends money on operations. The key costs and level of cost-focus for your company.
- 9. Revenue Streams: Your company's sources of cash flows.

company that is portrayed in this example is a company with a focus on safety,

reliability, style, and mass appeal. For example, a company like Honda or Toyota

The following are some business model canvas examples for different businesses and

**#1 Automobile Company Example** The first of these business model canvas examples is for an automobile company. The

would fit the description of this business.

**#2 Amazon Example** 

largest e-commerce companies in the world.

The second of these business model canvas examples is for an e-commerce company.

This business model canvas example will be a simple look at Amazon, one of the

## complicated companies in the world! **Additional Resources**

Financial Modeling & Valuation Analyst (FMVA)® Certification Program Corporate & Business Strategy

Thank you for reading CFI's guide on Business Model Canvas Examples. To keep

learning and advancing your career, the following resources will be helpful:

CFI's Advanced Financial Modeling & Valuation Course takes a deep look at

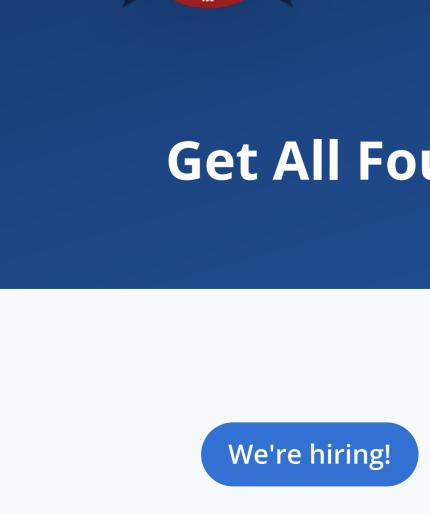
how to apply advanced valuation techniques to one of the largest and most

Amazon's strategy, business model, and financials. Check it out if you want to learn

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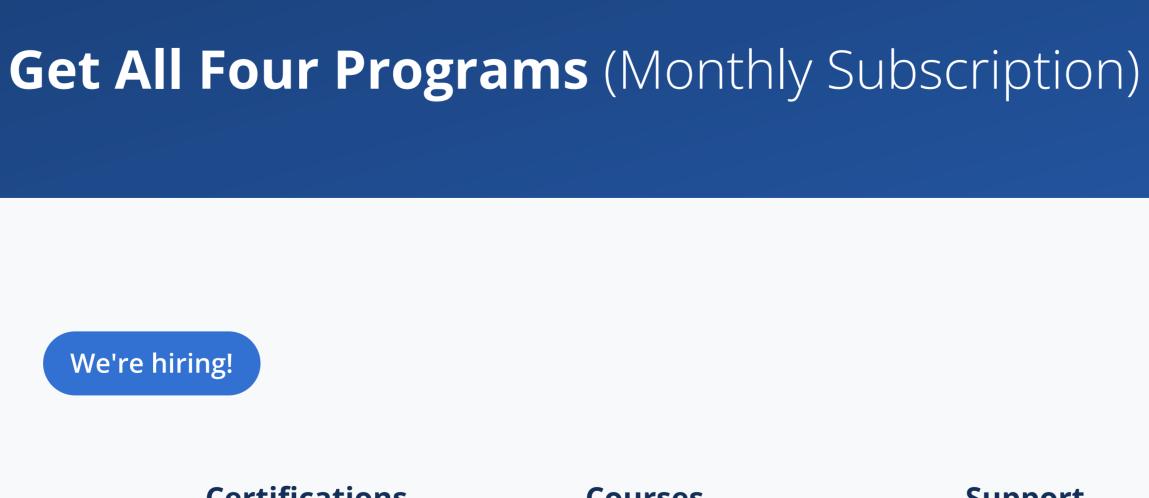


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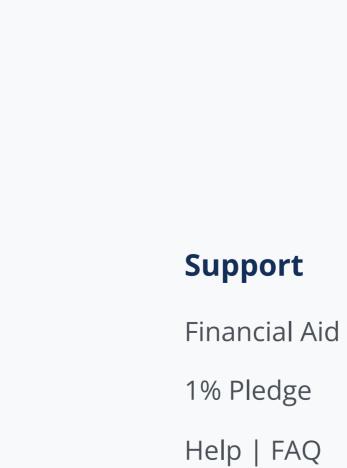
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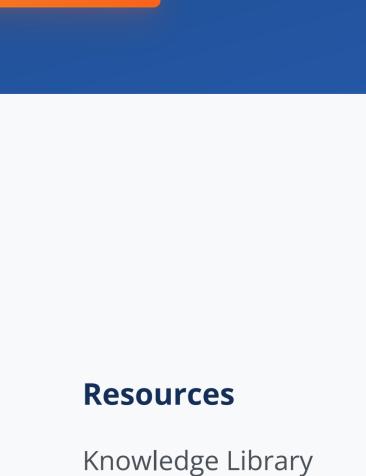
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