**The Business Model Canvas**

**DesigneD by**

**:**

Strategyzer AG

*The makers of Business Model Generation and Strategyzer*

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Revenue Streams

Customer Segments

Value Propositions

Key Activities

Key Partners

Cost Structure

Customer Relationships

*Designed by: Group 65*

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*Designed for:* CRC

Channels

Key Resources

Premiums charged

Rental Fees (Hourly,Daily,Weekly)

Cost Driven

Marketing Cost

Staff salary

Database

Website Platform

Physical facilities

Financial

Staff

Branches

Sales offices

Call centers

Agents

Website

Potential app

Multi-channel service

Customer service

Trust, Security

Credibility, Quality

Online, Self Service, Accessibility

Database Development

Platform Development

Renting car service

Marketing

Individuals and families

Business

Travelers

Car enthusiasts

Car Rental (The Product)

Solvent support

A company with the capability to earn the trust of their customers

Rental flexibility

Great variety of cars and models to choose from

Government

Travel Agent company

Accommodation company