**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)

Branches

Sales offices

Call centers

Agents

Website

Potential app

Multi-channel service

Customer service

Trust, Security

Credibility, Quality

Online, Self Service, Accessibility

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