**planName**

naceCode



17.12.2021.

# **Business canvas**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Key Partners**  **Key Distributors:**  bc\_keyDist  bc\_keyDist\_nodata  **Key suppliers:**  bc\_keySupp  bc\_keySupp\_nodata | **Key Activities**  bc\_keyAct  bc\_keyAct\_nodata | **Value Propositions**  bc\_keyValProp  bc\_keyValProp\_nodata | | **Customer**  **Relationships**  bc\_custRel  bc\_custRel\_nodata | **Customer Segments**  bc\_custSeg  bc\_custSeg\_nodata |
| **Key Resources**  bc\_keyRes  bc\_keyRes\_nodata | **Channels**  bc\_channels  bc\_channels\_nodata |
| **Cost Structure**  **Fixed costs**  bc\_costFixed  bc\_costFixed\_nodata | | | **Variable costs**  bc\_costVariable  bc\_costVariable\_nodata | **Revenue Streams**  bc\_revenue  bc\_revenue\_nodata | |

# **Value proposition**

# valProp

# **Customer segments**

## **Consumers**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name** | **Age group** | **Gender** | **Education** | **Income** | **Geographic Location** |

## **Business**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Type** | **Company size** | **Geographic Location** |

## **Public bodies & NGO**

|  |  |
| --- | --- |
| **Name** | **Type** |

# **Channels**

|  |  |  |
| --- | --- | --- |
| **Channels** | **Distribution channel** | **Product** |

# **Customer Relationships**

## **How to get new customers?**

|  |  |
| --- | --- |
| **Action** | **Channel** |

## **How to keep customers?**

|  |  |
| --- | --- |
| **Action** | **Channel** |

## **How to convince existing to spend more?**

|  |  |
| --- | --- |
| **Action** | **Channel** |

# **Revenue streams**

## **Consumers**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Prices** | **Types of pricing** | **Consumers** |

## **Business**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Prices** | **Types of pricing** | **Consumers** |

## **Public bodies & NGO**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Prices** | **Types of pricing** | **Consumers** |

# **Key Resource**

|  |  |  |  |
| --- | --- | --- | --- |
| **Type** | **Name** | **Ownership** | **Frequency** |

# **Key Activities**

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity** | **Sub Type** | **Name** | **Description** |

# **Key Partners**

## **Key Distributors**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type** | **Company** | **Priority** | **Website** | **Comment** |

## **Key Suppliers**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type** | **Company** | **Priority** | **Website** | **Comment** |

## **Other**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Type** | **Company** | **Priority** | **Website** | **Comment** |

# **Cost structure**

## **Fixed costs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Cost type** | **Type** | **Name** | **Description** |

## **Variable costs**

|  |  |  |  |
| --- | --- | --- | --- |
| **Cost type** | **Type** | **Name** | **Description** |

# **SWOT**

|  |  |
| --- | --- |
| **Strengths**  Swot\_s | **Weaknesses**  Swot\_w |
| **Opportunities**  Swot\_o | **Threats**  Swot\_t |

# **Industry data**

Industry Data could be downloaded separately as PDF file from KABADA Industry Data page of your business plan

# **Industry risks**

industryRisks