Actividad [#3] - [Channels, Cost and Revenue] [Ingles para los negocios]

Ingeniería en Desarrollo de Software

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Indice

Context:
For the final activity, you will describe the following three components: Channels, Cost structure and Revenue streams. You must write at least 100 words to describe each one. After that, you must write a conclusion to explain how those components interact to each other. The conclusion must be at least 100 words.

-We will select and use our canvas template

MODELO CANVAS	SOCIOS CLAVE ¿Quién te puede ayudar?	ACTIVIDADES CLAVE ¿Qué harás para cumplir la Propuesta de valor?	PROPUESTA DE VALOR ¿Qué haces diferente de la competencia?	RELACIÓN CON CLIENTES ¿Cómo interactúas con clientes?	SEGMENTOS DE CLIENTES ¿A quién ayudarás?
		RECURSOS CLAVE ¿Qué recursos necesitas para la Propuesta de valor?		CANALES ¿Cómo llegas a los clientes?	
	ESTRUCTURA DE COSTOS ¿Cuánto te costará?		FUENTE DE INGRESOS ¿Cuántos ingresos tendrás?		

-We fill in the requested fields and relocate the size of the text for a better representation.

CHANNELS, COST AND REVENUE

KEY PARTNERS
Who can help you?

KEY ACTIVITIES
What will you do to fulfill the Value Proposition?

I provide memorable service since the trust of my clients to buy these items, which for most are usually quite complicated to be able to acquire them by themselves, taking advantage of the free market logistics for the prompt delivery of the items.

KEY RESOURCES

VALUE PROPOSAL
What do you do different from the competition?

Being able to deliver items in a shorter time, let's take into account the warm example of the last decade, between amazon and Mercadolibre both started at the same time without much-interested public, but with incredible potential since today's society demands delivery times and both Some with bad reputations started well at the climax MercadoLibre came out on top with exceptional customer service and very short delivery times.
What do I want to get with this? follow trends that dictate in society to reach a niche in the market and achieve success.
What is the proposal? analyze the market to which we are going to address, analyze competition and offer fast shipments and active guarantees to our customers.

RELATIONSHIP WITH CLIENTS
How do you interact with clients?

CHANNELS
How do you reach customers?

How direct contact with customers will be made is divided into 2 parts 1- Attraction of new customers, that is, through strategic publications, it will seek to potentially attract new customers who will later become loyal customers. 2- Personalized contact with each loyal customer, that is, follow up or let them know that you identify them as a loyal customer. The channels that will be handled first-hand are Facebook and Tiktok where the largest number of clients will be captured through chat on the online page and WhatsApp for unique clients.

CUSTOMER TRACKING
Who will you help?

There are many options for how we can help the client, starting with the sector in which we work, since we help the client before they purchase since we bring items that are difficult to access to the general public, we help with advice by clearing Doubts that arise from potential clients such as how it works, more photos (we redirect them to our social networks) help in terms of the guarantee, that is if it has any fault due to misuse and we advise you to indicate how it works. The objective or who we address is curious people who generate questions and customers who need help with how it works.

COST STRUCTURE
How much will it cost you?

The cost varies since an analysis of supply and demand will be carried out where data is sought through surveys on social networks where it will be voted on which article will be selected as a whole, and from there the article is acquired in large quantities (those requested) and will be offered at the lowest possible cost, of course, as long as the business is profitable, an extra cost will be the design of the website where the offers and the sale of articles will be located since a team of developers will be hired to carry out this attached to the maintenance of "x" years that the project will last.

INCOME SOURCE
How much income will you have?

As I mentioned, income will be generated through the groups that invest in some product, that is, make or collect large quantities of orders to obtain the capital and thus be able to acquire the item for which the group decided. Another type of income is generated through the various social networks which passively seek to intuit the obtaining of profits by publishing processes that people find fun and entertaining.

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Screenshots

-Channels

-Cost structure

-Income Source

Within the screenshot, the document text reads:

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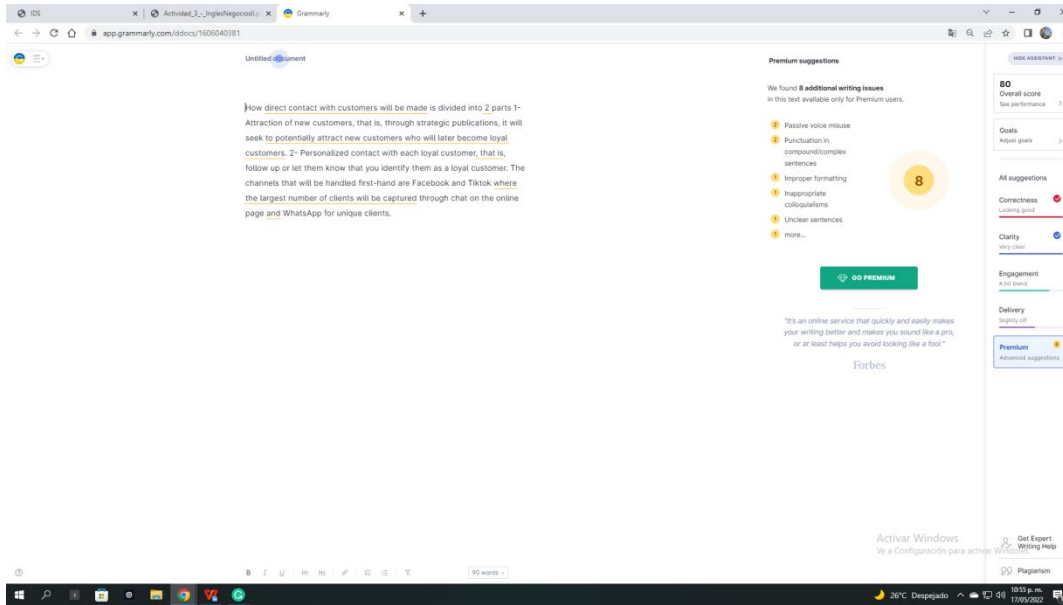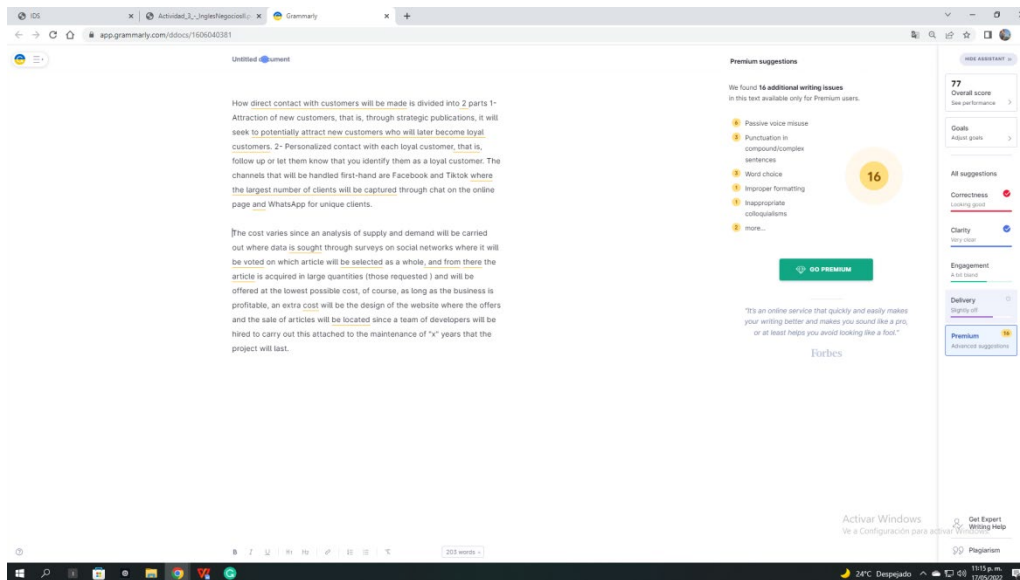
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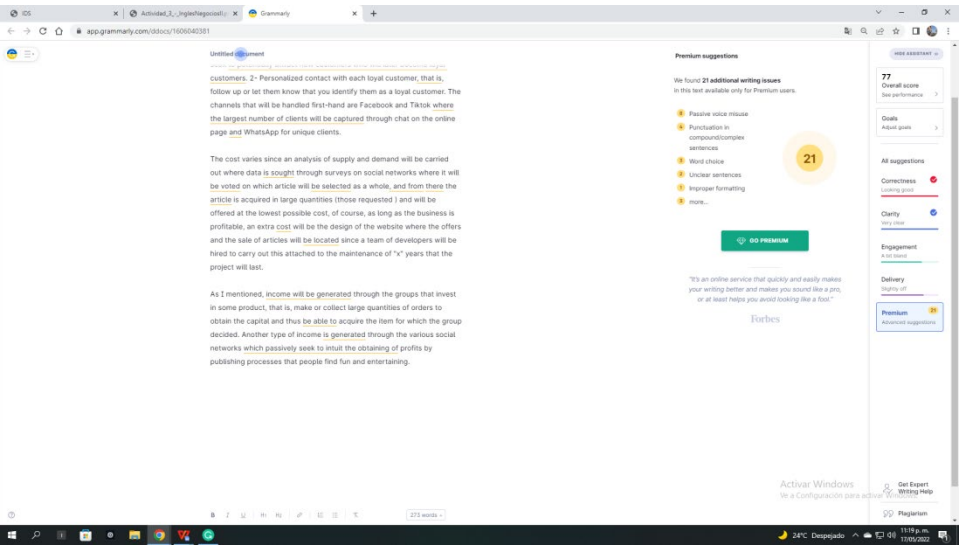
Premium suggestions

We found 21 additional writing issues
In this text available only for Premium users.

- Passive voice misuse
- Punctuation in compound/complex sentences
- Word choice
- Unclear sentences
- Improper formatting
- more...

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GO PREMIUM

"It's an online service that quickly and easily makes your writing better and makes you sound like a pro, or at least helps you avoid looking like a fool."

Forbes

Conclusion

With this project, it is clear to us that the planning of communication media or channels with which you can be noticed is of the utmost importance since you generate reputation and public recognition, attached to this is the planning of how you plan to sell without the public or clients makes you reach the idea that you have to have a model for capturing new customers to support the business.
Being able to plan how to start with "x" capital resources and gradually recover what was invested and generate notable profits and know how we can help our most loyal customers for a better shopping experience.

Bibliography

Enrique Lopez. (2021). (opens in a new window) Facebook post model canvas for black and white formal business. 2022, by Private Website: https://www.canva.com/p/templates/EAE7Ecp8BJs-post-de-facebook-model-canvas-for-business-formal-white-and-black/