Actividad [#2] – [Relationships and Segments] [Ingles para los negocios]

Ingeniería en Desarrollo de Software

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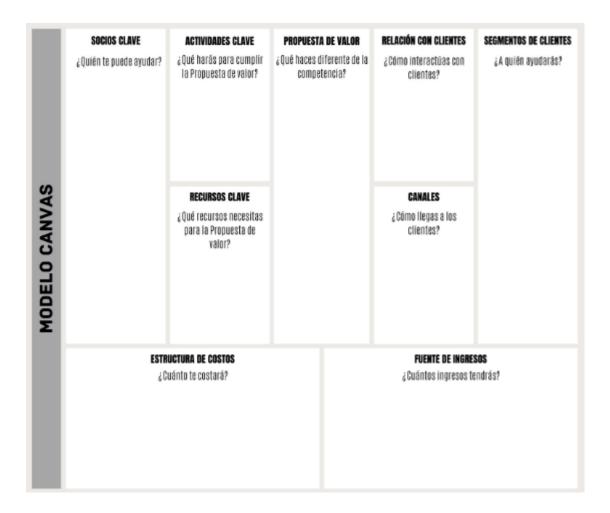
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Indice

Developing

Context:

For this second activity, you will describe the following three components: Value proposition, Customer relationships and Customer segments. 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	ACTIVIDADES CLAVE	PROPUESTA DE VALOR	RELACIÓN CON CLIENTES	SEGMENTOS DE CLIENTES
	¿Quién te puede ayudar?	¿Qué harás para cumplir la Propuesta de valor?	¿Qué haces diferente de la competencia?	¿Cómo interactúas con 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.

RELATIONSHIPS AND SEGMENTS

SOCIOS CLAVE
¿Quién te puede ayudar?

ACTIVIDADES CLAVE
¿Qué harás para cumplir la Propuesta de valor?

RECURSOS CLAVE
¿Qué recursos necesitas para la Propuesta de valor?

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?

Using traditional media such as social networks or following trends such as TikTok where it is more "sensible" to reach a large number of potential customers since it has been shown that through this social network, thanks to its algorithm of common interest, it is easier to locate the public that you want to address, attached to this method it would serve in a certain way to demonstrate clarity regarding your services since clients identify themselves more as one to one and generate trust that in turn triggers a multitude of positive reactions to get loyal customers or rather (compulsive buyer), in turn, thanks to the use of networks like Facebook that seeks to connect people we will use this advantage to "publish" offers that call their attention and the use of Instagram to show the articles in detail since it is dedicated to Photographs.

CUSTOMER SEGMENTS
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.
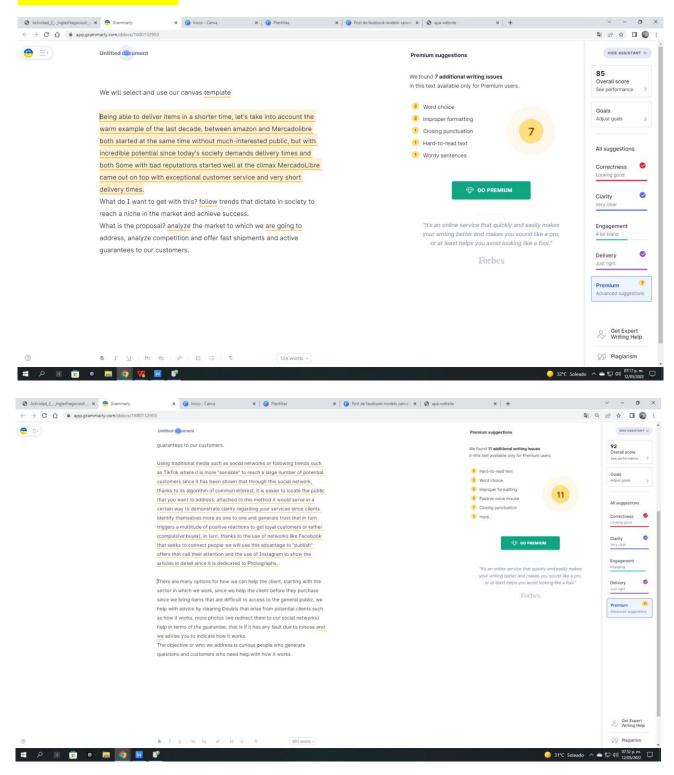
ESTRUCTURA DE COSTOS
¿Cuánto te costará?

FUENTE DE INGRESOS
¿Cuántos ingresos tendrás?

Screenshots

Conclusion

Communication is quite necessary to reach the level of trust in people without it we will not achieve anything, the media are quite helpful in transmitting what we want, and the approach we want to give is of the utmost importance since everything starts from here, that is to say, to answer some questions to know how we will achieve it, some of them are: What do we want to achieve? What public do we want to reach? What needs do we want to cover?

Achieving the greatest number of customers who, although they do not want to acquire our products or services, is our goal. Once we have their "attention" in a certain way, our job is to talk to them and generate that need to want to acquire it.

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/