



AtliQ's Business Model

Vortex
Series



Hello,

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**Let's explore AtliQ's business
model. In this industry,
domain knowledge outweighs
technical skills**



ATLIQ manufactures and sells a range of hardware, including PCs, mouse, printers, and other devices, to customers



We frequently confuse the terms 'customer' and 'consumer.'



So for AtliQ the Customer is the Stores such as Croma, Best Buy, Staples and E-commerce platforms such as Amazon, Flipkart.



Two typers of Customers are :

- **Brick & mortar (actual physical stores)**
- **E-commerce (online websites) They are referred to as platforms.**





Consumer

**Consumer is the person who is
consuming the product**





Also there is this concept called as channel:

1: Retailer: When u sell hardware to Brick & Mortar or online store & it goes to consumer that is a retailer

2: Direct: AtliQ has their own store as well from where they can sell to consumers directly

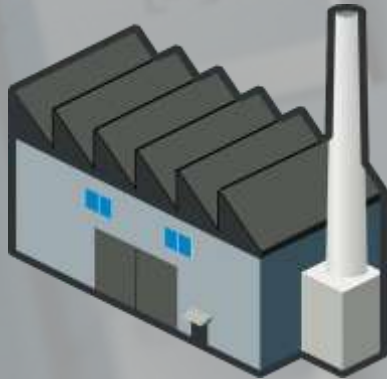


3: Distributer : In some Countries like China & South Korea due to Govt regulations & some other business reasons they cannot sell directly to customer so u sell it to a big distributor & they will send to all the stores there





AtliQ has there manufacturing unit where they build all this hardware & then send it to warehouse, distribution centers, they have business in different countries so they ship them to different locations & from there the hardware will go to individual stores



Manufacturing Unit



Distribution Centers



Individual Stores



THANK
YOU!