BUSINESS MODELS  
INDIVIDUAL MODULE CLOSING ASSIGNMENT   
FALL/WINTER 2021  
  
Report sections (a must-apply set-up)

1. Your company – provide a profile of the company and the scope of your analysis - the division / product line / segment that the business model (see b) is applied on and in which country/-ies (essential for any external analysis) (circa 250 words);
2. Describe all the elements of the pertaining business model by applying the Osterwalder Business Model Canvas to them – describe every one of the canvas’ 9 boxes, starting, of course, with the VALUE and the CLIENTS and then the ACTIVITIES applied, be clear about where REVENUES come from, etc.; (circa 500 words)
3. Find evidence of any applied ‘lessons’ from Hermann Simon’s model of Hidden Champions. If there are any, describe where in the company’s business model they have been applied and use the VRIO check to prove that the company is getting any (sustained) competitive advantages out of them that would justify (ongoing) investments (circa 350 words)
4. Try to figure what type (or ‘personality’ – according to the article ‘7 Business Model Personalities’ by Neal Cabage) their Business Model is.   
   In view of that conclusion, also refer back to their ‘activities’, ‘partners’ as well as to their ‘customers’, ‘channels’, ‘revenue streams’ ‘relationships’. (circa 350 words)
5. Provide your views how the company is (or is not) applying Treacy & Wiersema’s Value Disciplines for competitiveness, conclude which of the three key value disciplines (or competitive strategies) is most prevalent and state where in the business model is this mostly evident and supported. Say whether or not you think that is the best way forward for the company (circa 350 words)
6. Name at least two main external trends (whether threatening their business or providing new opportunities) that come towards the company’s industry in the region of your scope. Source these well (circa 400 words).
7. Write a paragraph on how you think these trends this will affect your organization’s operations and their business model. And maybe even its choice of competitiveness.   
   You can also explain how the company’s business model actually makes them very well positioned to seize this opportunity or to overcome this trend better than their competitors, of course now also referring to your findings regarding the concepts of Treacy & Wiersema, Neil Cabage and Hermann Simon. (circa 400 words)

In total circa 2800 words (around 9 pp of text).

Other requirements:

* MS Word formatting
* Arial 10pt. 1,5 line spacing.
* all pages MUST be ‘portrait’ format. Any visuals of oblong format must then be rescaled to fit
* cover page with all relevant details and originality disclaimer
* footer with name, company, page numbers
* Table of Contents
* list of sources referenced

Additional sources to use:  
  
<https://nealcabage.com/7-business-model-personalities/#:~:text=Secondary%20business%20model%20archetypes%20come,act%20of%20trade%20into%20a>

<https://www.inc.com/neal-cabage/7-business-model-personalities.html?utm_content=bufferd70a5&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer)>