Designed for:

Marconi's students

Designed by:

Team 4



Key Partners



Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?

KEY PARTNERS:

Drago Nicola

Bileddo Antonino

KEY SUPPLIERS:

ITI G. Marconi

KEY RESOURCES:

PC for creating our website

KEY ACTIVITIES:

Support us if we have any trouble

Key Activities

Problem Solving

Platform/Network



Creating our website

Creating a book database

Developing a well-formed book e-commerce

Key Resources

What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships?

PC for creating our website

People that use our e-commerce

Value Propositions



Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?

"Getting the Job Done Brand/Status

We deliver a service that offers to the customer a website where you can buy and sell books.

We solve problems like selling books that are hard to sell in other ways

Customer Relationships (1)

What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established?

How are they integrated with the rest of our business model? How costly are they?

Personal assistance Dedicated Personal Assistanc Automated Service

A direct relationship, by a page where customers can contact us and tell us any problem they have

Customer Segments

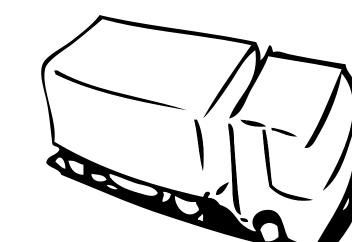
For whom are we creating value? Who are our most important customers?

Mass Market Segmented Multi-sided Platform

Students from ITI G. Marconi

Teachers from ITI G. Marconi

Channels



Through which Channels do our Customer Segments

How are we reaching them now?

How are we integrating them with customer routines?



How are our Channels integrated?

Which ones are most cost-efficient?

Website integrated with HTML and PHP

Cost Structure

What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven (focused on value creation, premium value proposition)

Economies of scope

We need a PC and a webdomain to create our website

The most expansive resources are PCs

Revenue Streams

For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much does each Revenue Stream contribute to overall revenues?

Negotiation(bargaining) Brokerage fees

Customers don't have to pay us, but only the book seller, in the way they prefer



