Key Partners  Supplier Partnerships  Distribution Partnerships  Technology Partnerships  Marketing and Promotion Partnerships	Research and Development  Manufacturing and Production  Distribution and Logistics  Marketing and Sales  Research and Development  Advanced Fitness monopolities  Seamless Interaction Ecosystem		monitoring ion with Apple	Customer Relationships  Regular software updates  Community engagement  Exceptional customer service  Personalized services	Customer Segments  Fitness Enthusiasts  Health-conscious Individuals  Tech-savy consumers
	Key Resources  Technology and components  Research and development(R&D)  Marketing and Branding Resources  Manufacturing facilities  Customer Support and service infrastructure			Channels Online Sales Channel Offline Sales Channel	
Cost Structure  Fixed Costs  Customer Support and Service Costs  Variable Costs  Marketing and Sales Costs  Research & Technology Development Expenses			Product sales  Accessories  Services  Apple store  Advertising and product		\$













