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| ***Key Partners***  - Innovation (Ethics).  - Contractors.  - FlexTraffik.  - Municipality/Region Syddanmark.  - People who cannot use regular public transport. | ***Key Activities***  **-** Usage of tender to get the best offers for the customers.  - Covering the need for transport by working together with the key partners  - Distributing service equally in Syddanmarks **and Funen regions.**  - Contractors management, billing, statistics and support.  -Selling different kinds of tickets and subscriptions | ***Value Proposition***  - Different types of transportation within Syddanmarks and Funen regions.  - Offering the best offer from the tender. | | ***Customer Relationships***  ***-*** Personal assistance between customers and Fynbus employees to use Fynbus’ services.  - Self – Service (where customers can book trips online on Fynbus website). | ***Customer Segments***  - General Public (people wants to use Fynbus’ services).  ***-*** Contractors.  - People with handicaps/inability to use regular transport (people who require special kind of transport). |
| ***Key Resources***  - Employees who can provide advice and receive complaints.  - Drivers/contractors who transport people.  - Knowledge of the system so they can train employees from the municipality, training the contractors.  - Municipality Funds. | ***Channels***  ***-*** Fynbus creates awareness of its services by word of mouth, personal contact and online platform  - Fynbus assesses their service quality by making questionnaires and by allowing customer to file complaints  - Customers purchase services from drivers and service center |
| ***Cost Structures***  ***-*** Contractors. - Salaries. | | | ***Revenue***  ***-*** Tickets. - Subscriptions. - Advertisements. | | |

**BUSINESS MODEL**