

BUSINESS MODEL CANVAS: REVENUE STREAMS

A brief overview of the importance of revenue streams in business, types of revenue streams, how to create a revenue stream model, and lastly PIA's revenue streams.

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What are Revenue Streams?

Revenue streams refer to the sources of income for a business, which can be generated through the sale of products or services, advertising, licensing fees, commissions, or any other form of payment received by the business in exchange for value provided to customers.

Revenue Streams include

- product sales revenue
- subscription fees
- licensing fees and more.



IMPORTANCE OF REVENUE STREAMS

Importance

Revenue streams are a critical aspect of any business model, as they directly contribute to the financial sustainability, growth, competitive advantage, investor appeal, and employee satisfaction of a business. By understanding the importance of revenue streams, businesses can prioritize revenue stream development and management for long-term success.

benefits

Revenue streams offer numerous benefits to businesses, including increased financial stability, diversified income sources, improved pricing and revenue models, enhanced competitive advantage, and improved financial planning. By optimizing their revenue streams, businesses can achieve sustainable growth and long-term success.



TYPES OF REVENUE STREAMS

Revenue streams consist of two types, as explained below:

Direct revenue streams

Direct sales revenue refers to the revenue generated through the sale of products or services to customers, either online or offline.

inDirect revenue streams

Indirect revenue streams are revenue sources that are not directly generated through the sale of a product or service, but rather through secondary means, such as advertising or licensing.



1

Identify customer segments

2

Determine value proposition

3

Choose revenue streams

4

Define pricing and revenue goals

CREATING A REVENUE STREAM MODEL

There are four steps in creating a revenue stream model:

IDENTIFYING CUSTOMER SEGMENTS

Customer segments are groups of customers with similar characteristics. Identifying customer segments is important to understand their needs and how they can be monetized.





DETERMINING VALUE PROPOSITION

Value proposition is the unique value that a business provides to its customers. Value proposition is important to differentiate the business from competitors and attract customers



CHOOSING REVENUE STREAMS

There are various revenue stream options such as product sales, subscription fees, licensing fees, and advertising revenue. The selection of revenue streams depends on the business model and customer segments.





DEFINING PRICING AND REVENUE GOALS

Pricing is the amount charged for products or services. Revenue goals are the targets for revenue generation. Pricing and revenue goals are important to ensure profitability and sustainability of the business

CONCLUSION

Recap

Revenue streams are crucial for the success of a business

takeaway

Creating a revenue stream model involves identifying customer segments, determining value proposition, choosing revenue streams, and defining pricing and revenue goals

Call to action

Evaluate your current revenue streams and explore new revenue opportunities for your business.

Revenue Streams of Pakistan International Airlines

PIA is the national flag carrier airline of Pakistan, offering both domestic and international flights.

Revenue streams of PIA can be classified into direct and indirect sources.



Direct revenue streams

- Ticket Sales
- Cargo Services
- Charter Flights

Indirect revenue streams

- Loyalty Programs
- Advertising
- Maintenance and Repair Services

Challenges

- Financial Losses in recent years
- Operational Inefficiencies
- Safety Concerns
- Competition
- Government Interference

Opportunities

- Exploring new routes and destinations
- Improving its customer experience and loyalty programs
- Investing in modern aircraft and technologies.
- Partnerships and Collaborations

Thank You!

