Assignment 2: Business Model Canvas (BMC)

This assignment aims to help you understand the importance of Business Model Canvas (BMC) in the e-commerce industry and its relation to Enterprise Architecture (EA). You will learn to design BMC and identify the artifacts needed to support EA.

Instructions:

* Research the e-commerce industry to identify the key components of a Business Model Canvas (BMC) and its relevance to EA.
* Based on your research, create a BMC for an e-commerce company of your choice. Your BMC should include the following components:
* Customer Segments: Identify the target audience for the e-commerce company's products or services.
* Value Proposition: Explain the unique value that the company provides to its customers.
* Channels: Identify the channels through which the company will reach its customers.
* Customer Relationships: Explain the type of relationship the company has with its customers.
* Revenue Streams: Identify the sources of revenue for the company.
* Key Activities: Identify the critical activities that the company must perform to deliver its value proposition.
* Key Resources: Identify the resources the company needs to deliver its value proposition.
* Key Partnerships: Identify the key partners the company needs to work with to deliver its value proposition.
* Cost Structure: Identify the costs associated with delivering the company's value proposition.
* Explain how BMC relates to EA in the e-commerce industry. Identify the artifacts needed to support EA in an e-commerce company.
* Discuss how the BMC can be used to align EA efforts with the business goals and objectives of the e-commerce company.
* Develop a plan for implementing the EA strategy based on the BMC. The plan should include the following artifacts:
* **Business Architecture: Identify the business capabilities and processes needed to deliver the value proposition.**
* **Information Architecture: Identify the data and information needed to support the business capabilities.**
* **Application Architecture: Identify the applications needed to support the business capabilities.**
* **Technology Architecture: Identify the technical infrastructure needed to support the applications.**
* **Governance Architecture: Identify the governance processes needed to ensure alignment between EA and the business goals.**
* Present your findings: Develop a presentation to share your findings with the key stakeholders in the e-commerce company. The presentation should include the BMC, an explanation of the relation between BMC and EA, the artifacts needed to support EA, and the implementation plan. Be prepared to answer questions and provide additional information as needed.
  1. Evaluate the effectiveness of your EA strategy: Once the EA strategy has been implemented, evaluate its effectiveness in achieving the business goals and objectives of the e-commerce company. Use metrics to measure the strategy's success and identify improvement areas.
  2. Continuously refine the EA strategy: EA is an ongoing process that requires continuous refinement. As the e-commerce company's business goals and objectives change, the EA strategy should be adapted accordingly. Continuously assess the effectiveness of the strategy and make adjustments as needed to ensure that it remains aligned with the business goals and objectives.

# Solution

* Research the e-commerce industry to identify a Business Model Canvas (BMC) 's key components and relevance to EA.

Before designing the BMC, it is essential to research the e-commerce industry to identify the key components of a BMC and its relevance to EA. The BMC is a strategic management tool that helps organizations visualize and understand their business model, whereas EA is a holistic approach to managing an organization's information technology (IT) infrastructure and resources to achieve its business goals and objectives.

* Create a BMC for an e-commerce company of your choice.

Once the research is done, create a BMC for an e-commerce company of your choice. The BMC should include the following components:

* Customer Segments: Identify the target audience for the e-commerce company's products or services. This may include **demographic information, geographic location, purchasing behavior, and other relevant data.**
* Value Proposition: Explain the unique value that the company provides to its customers. This may include the quality of the products, convenience, customer service, or other factors that differentiate the company from its competitors.
* Channels: Identify the channels through which the company will reach its customers. This may include online platforms, social media, email marketing, or other methods.
* Customer Relationships: Explain the type of relationship the company has with its customers. This may include customer service, marketing, sales, and other touchpoints that the company has with its customers.
* Revenue Streams: Identify the sources of revenue for the company. This may include product sales, subscription fees, advertising revenue, or other sources of income.
* Key Activities: Identify the critical activities that the company must perform to deliver its value proposition. This may include product design and development, marketing and sales, customer service, and other key functions.
* Key Resources: Identify the resources the company needs to deliver its value proposition. This may include physical resources, such as equipment and facilities, as well as human resources, such as skilled employees and partners.
* Key Partnerships: Identify the key partners the company needs to work with to deliver its value proposition. This may include suppliers, manufacturers, distributors, or other partners that provide essential goods or services.
* Cost Structure: Identify the costs associated with delivering the company's value proposition. This may include production costs, marketing and advertising expenses, distribution costs, and other expenses.
* Explain how BMC relates to EA in the e-commerce industry. Identify the artifacts needed to support EA in an e-commerce company.

BMC relates to EA in the e-commerce industry because it helps identify the business model's key components and how they relate to the IT infrastructure and resources needed to support them. EA provides a framework for managing the organization's IT infrastructure and resources to support the business goals and objectives.

The artifacts needed to support EA in an e-commerce company may include:

* **Business Architecture**: Identifies the business capabilities and processes needed to deliver the value proposition. This includes identifying the critical business processes, such as order processing, customer service, and supply chain management, and the capabilities needed to support them.
* Information Architecture: Identifies the data and information needed to support the business capabilities. This includes identifying the data sources, structures and flows needed to support critical business processes.
* Application Architecture: Identifies the applications needed to support the business capabilities. This includes identifying the software applications, databases, and other tools needed to support critical business processes.
* Technology Architecture: Identifies the technical infrastructure needed to support the applications. This includes identifying the hardware, network infrastructure, and other technical resources needed to support the applications.
* Governance Architecture: Identifies the governance processes needed to ensure alignment between EA and the business goals. This includes identifying the decision-making processes, policies, and procedures needed to ensure that EA supports the business goals and objectives.
* Discuss how the BMC can be used to align EA efforts with the business goals and objectives of the e-commerce company.

The BMC can be used to align EA efforts with the business goals and objectives of the e-commerce company by identifying the critical components of the business model and how they relate to the IT infrastructure and resources needed to support them. This enables the organization to prioritize its EA efforts based on the critical business processes and capabilities needed to deliver the value proposition.

By aligning EA efforts with the business goals and objectives, the organization can ensure that its IT infrastructure and resources are focused on supporting the critical business processes and capabilities needed to deliver the value proposition. This can lead to improved operational efficiency, increased customer satisfaction, and enhanced competitiveness in the e-commerce industry.

* Develop a plan for implementing the EA strategy based on the BMC. The plan should include the following artifacts:
* Business Architecture: Identify the business capabilities and processes needed to deliver the value proposition.
* Information Architecture: Identify the data and information needed to support the business capabilities.
* Application Architecture: Identify the applications needed to support the business capabilities.
* Technology Architecture: Identify the technical infrastructure needed to support the applications.
* Governance Architecture: Identify the governance processes needed to ensure alignment between EA and the business goals.

## Examine the following Business Canvases

<https://vizologi.com/use-cases/>

<https://vizologi.com/business-strategy-canvas/kia-motors-business-model-canvas/>

<https://vizologi.com/business-strategy-canvas/barclays-business-model-canvas/>

<https://vizologi.com/business-strategy-canvas/commonwealth-bank-of-australia-business-model-canvas/>

<https://vizologi.com/business-strategy-canvas/goldman-sachs-group-business-model-canvas/>

<https://vizologi.com/business-strategy-canvas/morgan-stanley-business-model-canvas/>