## VISA – Leader in Global Payments Industry

Key Partners	Key Activiti	es Va	Value Propositions		Relationships		Customer Segments		
	Payments Netw Managemen	it	Day 4 /	Sandrad .					
	Transaction Processing	F	Payment F Platforms program cashle	for card s and			Financial Institutions (Issuers)		
Technology Alliances	Value-added Services	d	payme	ents				Financial Institutions (Acquirers)	
Commercial Partners	Key Resour	ces	Conveni Security, F			Channels			
	Payment Produ Platform	cts	associated with card payments		Sponsorships (FIFA World cup, Olympics)		Card Holders		
	VISA Brand		Improved	mer		TV ads,		Merchants	
			Convenience		Tradeshows, Conferences				
Cost Structure				Revenue Streams					
Personnel	Network, EDP, & E Communications Pro			Services Revenues		Data Processing Revenues		International Revenues	
Litigations Provision									

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