










<div>Key Partners</div> <div></div> <div>Make:<ul style="list-style-type: none">- Contract factories that makes machines.- Supplier of raw materials and parts for products.Buy:<ul style="list-style-type: none">- Universities such as Stanford University and Harvard University.- Banks such as USBank.- Enterprises that need office supplies such as Toyota and DNP- Hospitals such as St Thomas' Hospital in the UK.Share:<ul style="list-style-type: none">- Companies acquired and merged by Ricoh, such as Pentax.- Worldwide subsidiaries.- Competitor/non-competitor collaboration such as the collaboration with composite 3D Printer Manufacturer Impossible Objects this year- Investors</div>	<div>Key Activities</div> <div></div> <div>"Make":<ul style="list-style-type: none">- Development of optics and imaging technology- Designing, developing, and manufacturing office supplies for customers- Providing services related to the product- Transition to digital services"Sell":<ul style="list-style-type: none">- Office supplies market development and strategy"Support":<ul style="list-style-type: none">- customer communication- staff training and support</div> <div>Key Resources</div> <div></div> <div><ul style="list-style-type: none">- optics and imaging technology- brand value (a Fortune 500 company)- Office equipment- Subsidiaries around the world- A large number of manufacturing plants and technology centers- A large team of excellent product development engineers</div>	<div>Value Propositions</div> <div></div> <div>Convenience: Machines don't take up much space. Price: Affordable, owning Ricoh's products costs less than going to the store to print and copy. Performance: Can provide customers with timely after-sales service, save time cost. Design: Being able to provide the industry leading optics and imaging technology. Customization:<ul style="list-style-type: none">- Can provide customers with personalized solutions, and has corresponding countermeasures for customers' high-end needs, such as smart office and 3D printing.- The business is updated in a timely manner, such as to meet customers' digital service needs.Brand: Reliable brand image. New experiences: To create products that are not yet on the market, such as portable printers. Risk reduction: Being able to provide high quality and non-damageable printers, copiers and cameras.</div>	<div>Customer Relationships</div> <div></div> <div><ul style="list-style-type: none">- Committed services to customers in the form of contracts- Provide self-service to customers by means of manuals and online guidance- Retail stores can provide customers with face-to-face communication opportunities-@Remote system monitors all devices and provides remote service to customers at any time</div> <div>Channels</div> <div></div> <div><ul style="list-style-type: none">- official website- social media page (instagram, twitter and weibo)- advertising- Sponsorship of sporting events (2008 Women's British Open)- Retailers- Shopping website (Amazon, Taobao, JD)</div>	<div>Customer Segments</div> <div></div> <div>B-to-B: Many companies need office supplies such as printers and photocopiers to support their workplaces because it can save more money and time. (core target) B-to-C: For some individuals, they may also buy office supplies such as printers to keep at the residence for working or studying at home so they have no need to go to a store. (core target) Mass Market: Office supplies such as printers and photocopiers are necessities for the workplace. (core target) Niche Market: A few companies and factories will have more high-tech needs, such as using 3D printers to make products. (sub target) Gender/area/income/nationality: Various Age: Various, But it is concentrated among young and middle-aged people who have jobs. Job: Various, but most likely to work at an office Social status: most likely to be white collar. life style and interests: People who like to take photos (traveling or documenting their lives)/prefer paper documents to electronic ones/bosses who want to make their companies smarter and their employees more efficient</div>
<div>Cost Structure</div> <div></div> <div><ul style="list-style-type: none">- Labour cost (especially for hiring high level engineers)- Advertisement fee- Rent for offices, factories, and retail stores.- Technical research and development expenses- Production equipment cost- Product material cost</div>		<div>Revenue Streams</div> <div></div> <div><ul style="list-style-type: none">- The sale of equipment such as printers and copiers- Equipment leasing- Optical and imaging technology support- Digital services- Other Customer Services- Financing and investment.</div>		

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