Top of Form

Primary Canvas

**X**

Alternative Canvas

*Team or Company Name:*

THẦN GIÓ

*Date:*

12/08/2018

The Business Model Canvas

Bottom of Form

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Key Partners*  Who are our Key Partners?  Who are our Key Suppliers?  Which Key Resources are we acquiring from partners?  Which Key Activities do partners perform?   * Nhiếp ảnh gia nghiệp dư và bán chuyên * Ngân hàng * Công ty thương mại điện tử * Nhà cung cấp dịch vụ internet * Công ty thiết kế ứng dụng * Công ty thiết kế website | *Key Activities*  What Key Activities do our Value Propositions require?  Our Distribution Channels?  Customer Relationships?  Revenue streams?   * Phát triển nền tảng ứng dụng * Điều hành * Quảng bá sản phẩm * Thuê nhiếp ảnh gia | *Value Proposition*  What value do we deliver to the customer?  Which one of our customer’s problems are we helping to solve?  What bundles of products and services are we offering to each Customer Segment?  Which customer needs are we satisfying?   * Đặt buổi chụp ảnh trực tuyến * Chỉnh sửa ảnh * Giá cả cạnh tranh * Đặt dễ dàng * Nhanh chóng * Dễ kiếm thêm thu nhập * Chọn khách hàng theo yêu cầu | | *Customer Relationships*  What type of relationship does each of our Customer  Segments expect us to establish and maintain with them?  Which ones have we established?  How are they integrated with the rest of our business model?  How costly are they?   * Hệ thống đánh giá nhiếp ảnh gia * Mạng xã hội * Website | *Customer Segments*  For whom are we creating value?  Who are our most important customers?   * Người cần chụp ảnh chất lượng cao * Nhiếp ảnh gia nghiệp dư và bán chuyên |
| *Key Resources*  What Key Resources do our Value Propositions require?  Our Distribution Channels? Customer Relationships?  Revenue Streams?   * Lập trình viên thiết kế web và ứng dụng di động * Nhiếp ảnh gia kinh nghiệm | *Channels*  Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated?  Which ones work best?  Which ones are most cost-efficient?  How are we integrating them with customer routines?   * Google Playstore/ Appstore * Website * Ứng dụng thương mại điện tử |
| *Cost Structure*  What are the most important costs inherent in our business model?  Which Key Resources are most expensive?  Which Key Activities are most expensive?   * Application hosting * Development system * Thuế chính phủ * Phí bảo hiểm * Tiền lương * Phí hoạt động chung * Phí quảng cáo, PR | | | *Revenue Streams*  For what value are our customers really willing to pay?  For what do they currently pay?  How are they currently paying?  How would they prefer to pay?  How much does each Revenue Stream contribute to overall revenues?   * Phí mỗi buổi chụp * Phí chỉnh sửa ảnh * Miễn phí tài khoản cơ bản * Tăng theo dõi cho tài khoản VIP | | |

*Source:* [*www.businessmodelgeneration.com*](http://www.businessmodelgeneration.com)

Top of Form