

CUSTOMERS

Business Model SCOPE

Criteria for customer segmentation

consumer features

- ✓ Geographic (*country, urban/rural, climate*)
- ✓ Demographic (*gender, age, marital status, family unit*)
- ✓ Socio-economic (*income, occupation, level of education*)
- ✓ Cultural (*traditions, religion, beliefs*)
- ✓ Life style (*motivations, ideology, concerns*)
- ✓ Personality (*attitudes and behavior*)

consumer behaviour

- ✓ Decision process (*shopping habits, price elasticity*)
- ✓ Field of use (*personal, leisure, professional*)
- ✓ Searched benefits
- ✓ User type (*no user, potetial, former user, sporadic, common, addict*)
- ✓ Brand loyalty (*total, shared, price*)

business

- ✓ Geographic
- ✓ Size
- ✓ Sector
- ✓ Activity
- ✓ Revenue
- ✓ Searched benefits
- ✓ Purchasing process
- ✓ Risk

BENEFITS

Business Model SCOPE

What benefits do our clients value?

- ✓ Beauty
- ✓ Health
- ✓ Emotion (*fun, risk, etc.*)
- ✓ Wellness
- ✓ Convenience
- ✓ Productivity
- ✓ Security (*risk reduction*)
- ✓ Peace (*stress reduction*)
- ✓ Sales increase
- ✓ Cost reduction
- ✓ Increase quality
- ✓ Save time
- ✓ Better working atmosphere
- ✓ Recognition, award
- ✓ Better social impact
- ✓ Sustainability

Business Model SCOPE

How do we communicate and relate to our customers?

- ✓ Massive media (*tv, radio, press*)
- ✓ Local media
- ✓ Specialized media
- ✓ Leaflets
- ✓ Fair, trade show
- ✓ Word of mouth
- ✓ Show-room
- ✓ Poster (*bus, walls, etc*)
- ✓ Create contest, prize, raffle
- ✓ Participate in contests and prizes
- ✓ Telemarketing
- ✓ Gamification
- ✓ Loyalty programs
- ✓ Website
- ✓ Blog and content
- ✓ Social networks
- ✓ Email marketing
- ✓ Online video
- ✓ SEO
- ✓ Search engine ads (*SEM*)
- ✓ Social networks ads.
- ✓ Mobile ads (*app*)
- ✓ Affiliate marketing
- ✓ Mobile app

Business Model SCOPE

How do we sell and distribute our products?

- ✓ Own shop, office, etc
- ✓ Street market
- ✓ Sales team
- ✓ Sales agents
- ✓ Distributor
- ✓ Local office
- ✓ Retail
- ✓ Specialized store
- ✓ Department store
- ✓ Franchising
- ✓ Phone
- ✓ eCommerce
- ✓ Mobile app
- ✓ App market

REVENUE

Business Model SCOPE

What are our revenue streams?

- ✓ *Sales (product/service)*
- ✓ *Subscription (fee)*
- ✓ *Comission (sales)*
- ✓ *Licensing (assignment for use)*
- ✓ *Royalties (unit sold)*
- ✓ *Renting*
- ✓ *Leasing*
- ✓ *Value pricing (results)*
- ✓ *Initial loss*
- ✓ *Freemium*
- ✓ *Pay per use*
- ✓ *Advertising*
- ✓ *Financial (charge before paying)*
- ✓ *Auction*
- ✓ *Transactions*
- ✓ *Affiliate marketing*
- ✓ *Mobile app (app, in-app purchase, subscription, premium services, ads)*
- ✓ *Donations*

Business Model SCOPE

What is our market positioning? What do we want to be associated with?

- ✓ Low cost
- ✓ Exclusive
- ✓ Quality
- ✓ Agility
- ✓ Design and aesthetics
- ✓ Proximity
- ✓ Flexibility
- ✓ Sustainability
- ✓ Simplicity
- ✓ Convenience
- ✓ Robustness
- ✓ Effectiveness
- ✓ Ecological
- ✓ Innovative