

# GROUP PROJECT BMC

Nordiska Textilakademin

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# Group project Business Model Canvas

## Assignment

Assume that you are going to start a service-based company (or start from a real company and try to develop their business model). Services can be, for example, rental or repair services, remakes, laundry, et c.

Consider what you know about consumer behaviours today and in the future and outline your business model with the Business Model Canvas tools. You can start from a fictitious company or start from a real company and examine how they could develop their business.

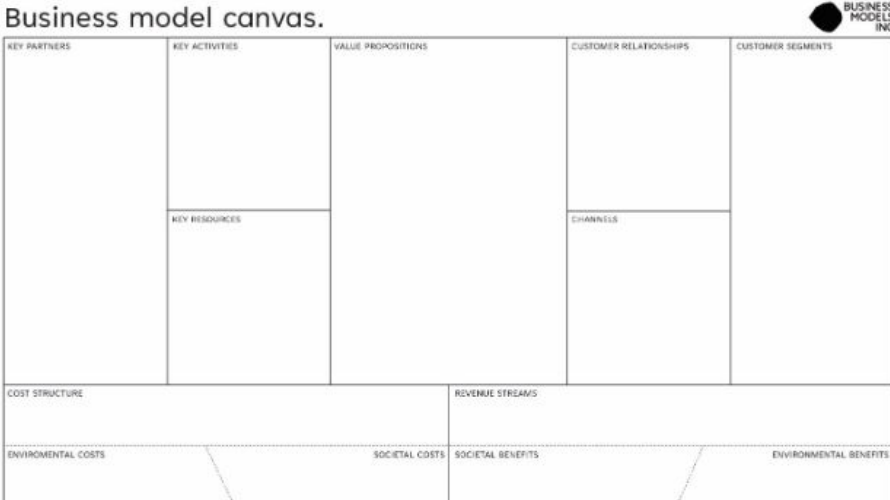
Below you will find a blank BMC that you can print and fill out, as well as links to web tools to do it online.

## Some things to consider

- Where and how does the customer pick up and drop off their product? Try to think outside the box – is the best option for each customer to send things themselves and you in turn send to them, or could it be more environmentally friendly to centralize? Should it be a fixed store service for those in the stores' immediate area? Collaboration with other shops/tailors or others, in other locations?
- What should the payment model look like for the customer?
- The business model in general, how many times does a product, for example, need to be rented out for the company to profit from handling it?
- Other things you might think of.

[Here you can do your BMC online \(free, but requires login\).](#)

Business model canvas.



The diagram shows a Business Model Canvas template. It is a large rectangle divided into several sections. The top row contains five boxes: 'KEY PARTNERS', 'KEY ACTIVITIES', 'VALUE PROPOSITIONS', 'CUSTOMER RELATIONSHIPS', and 'CUSTOMER SEGMENTS'. The 'KEY ACTIVITIES' box is further divided into 'KEY ACTIVITIES' and 'KEY RESOURCES'. The 'CUSTOMER RELATIONSHIPS' box is further divided into 'CUSTOMER RELATIONSHIPS' and 'CHANNELS'. The bottom row contains two boxes: 'COST STRUCTURE' and 'REVENUE STREAMS'. The 'COST STRUCTURE' box is further divided into 'ENVIRONMENTAL COSTS' and 'SOCIAL COSTS'. The 'REVENUE STREAMS' box is further divided into 'SOCIAL BENEFITS' and 'ENVIRONMENTAL BENEFITS'. The 'BUSINESS MODELS INC.' logo is in the top right corner. A small vertical text '© 2019 Business Models Inc. All rights reserved.' is on the right side.



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