



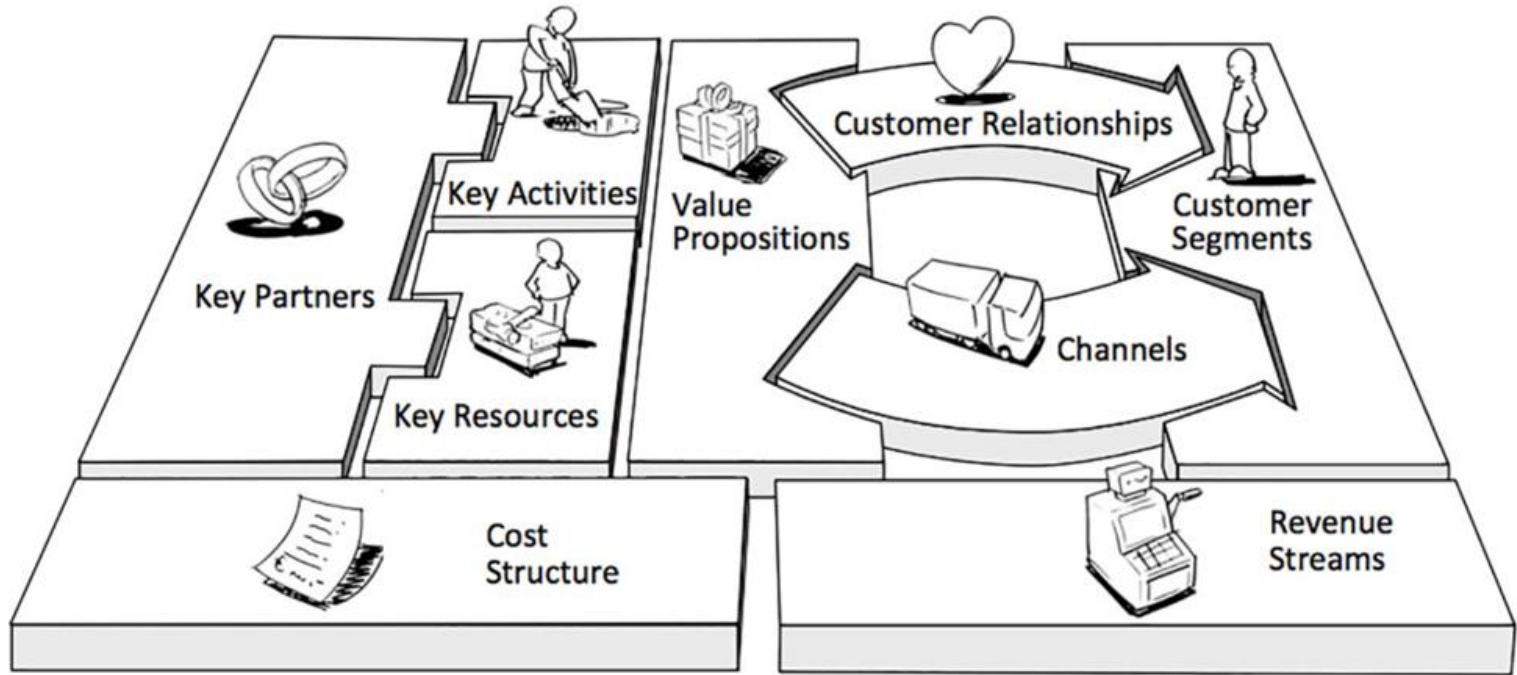
Mašinski fakultet  
Katedra za industrijsko inženjerstvo

Industrijski menadžment  
vežbe

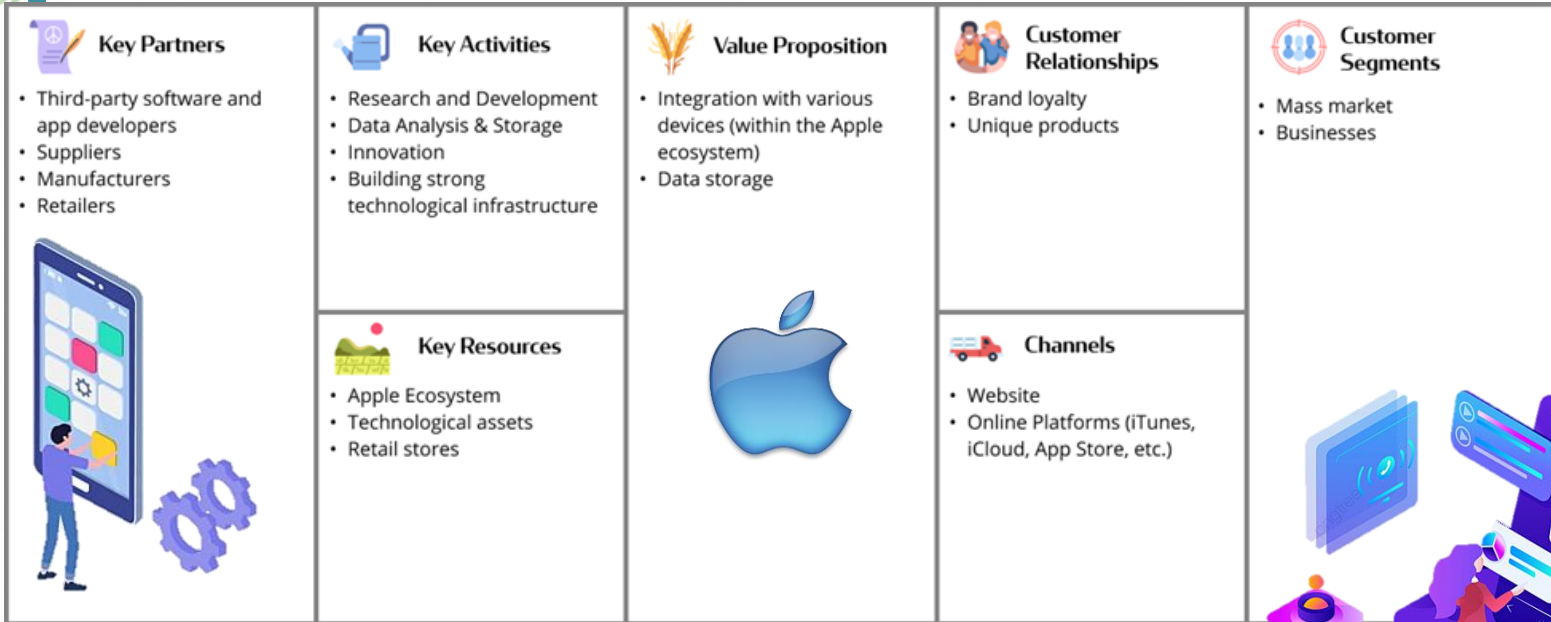
# BUSINESS MODEL CANVAS



# Struktura modela



# APPLE



# BUSINESS MODEL CANVAS (Tesla)



## Key Partners



- OEM Alliances
- Manufacturing and Purchasing (Toyota)
- Car Leasing Company
- Major Suppliers
- Dana Holding
- Panasonic
- Government

## Key Activities



- R&D
- Design
- Innovational Leap
- Software Development
- Sales & Marketing
- Building & Maintenance of Charging Stations Network

## Key Resources



- Electric Vehicle and Technological Knowledge
- Inverter
- Battery System
- Effective Cooling
- Automation & Engineering

## Value Propositions



- Best in class – Fully electric vehicles (EVs)
- Advanced Electric Vehicle Technology
- Solar Energy Systems

## Customer Relationships



- Customer Service Experience
- Brand
- Reputation
- Free/low-cost charging station network

## Channels



- Retail stores & galleries
- Partner Channel
- Self Service online store (website)
- Conferences & sales events

## Customer Segments



- High-end Luxury (Sedan or SUV)
- Mid – price range
- Commercial Vehicles – targeted towards transportation and shipping businesses
- Green Community
- Fast sports car enthusiast
- Autopilot
- Tesla Followers
- Elon Musk Followers

## Cost Structure



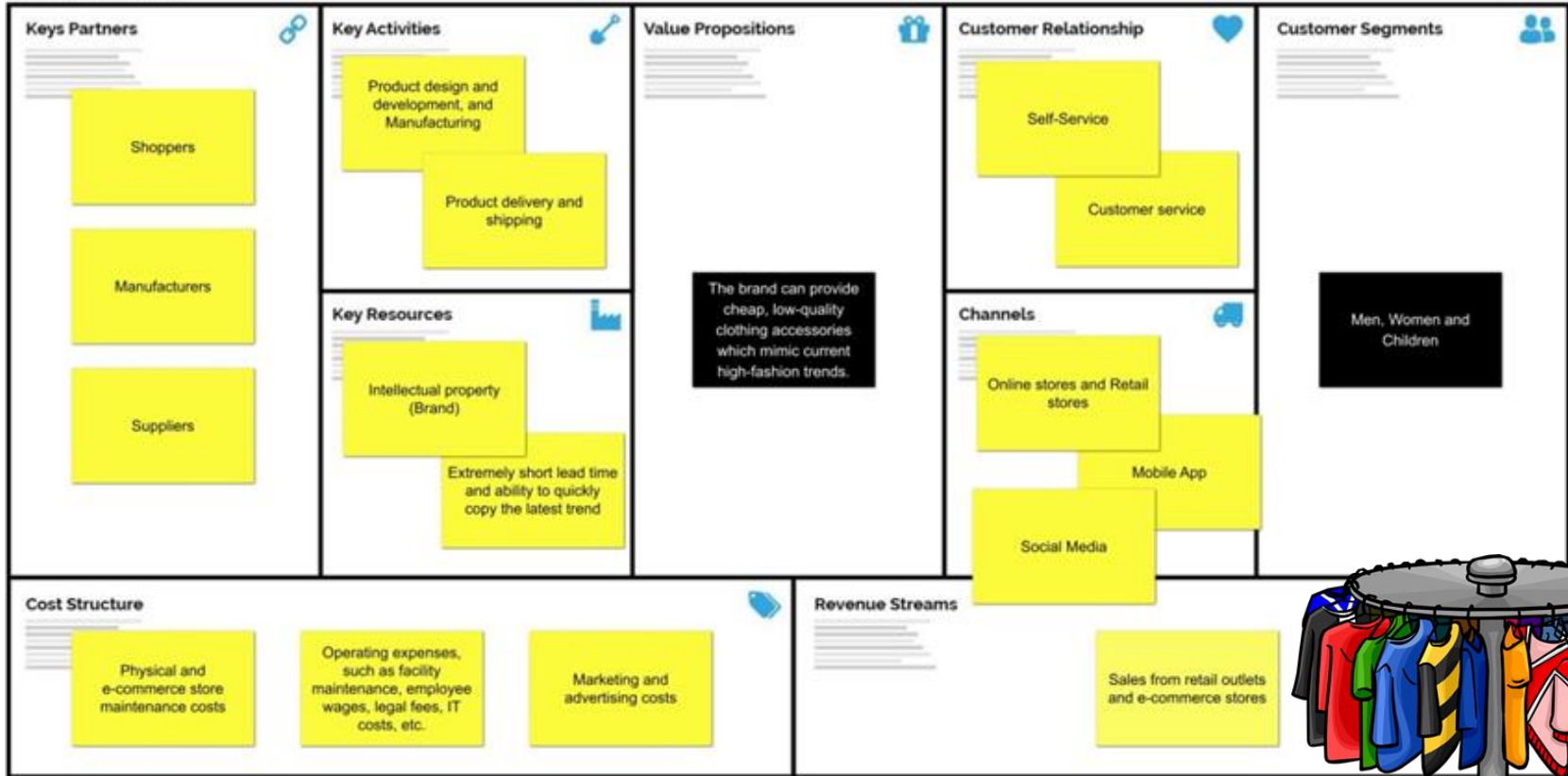
- Cost of material, labor & manufacturing overhead (COGS)
- Selling, general & administrative Cost
- Research & development Cost
- Restructuring Cost
- Interest expense, taxes and others

## Revenue Streams

- Automotive Segment revenue
- Energy generation & storage segment



# ZARA - Business Model Canvas



# NETFLIX NETFLIX BUSINESS MODEL

GARYFOX.CO

## KEY PARTNERS 🤝

- Investors
- Media Producers
- Film Maker Guilds
- Cinemas, Theaters
- TV Networks
- Amazon AWS
- Consumer Electronic Companies
- Regulators

## KEY ACTIVITIES 🛠️

- Technology R&D
- Content licensing
- Content production
- Content distribution
- Data analytics
- Sales and marketing

## KEY RESOURCES 🏠

- Brand
- Apps/website
- Platform
- Employees
- Film Makers/Producers
- Prizes/Awards

## VALUE PROPOSITIONS 💎

- 24/7 On Demand Entertainment
- View high-definition shows and movies
- Stream content
- Unlimited access
- Netflix Original
- 30 Day free trial
- No commercials

## CUSTOMER RELATIONSHIPS 🤝

- Self service
- On-demand
- Ease of use

## CHANNELS 📺

- Any Device
- Netflix App
- Word of mouth
- Online advertising
- Offline advertising
- Social Media

## CUSTOMER SEGMENTS 🎯

- Micro-segmentation
- 2000 preference clusters
- Usage
- usage segmentation
- Geographical
- content/languages

## COST STRUCTURE 🏠

- Production
- Research and Development
- Licensing
- Infrastructure - AWS
- Marketing
- Payment Processing Fees
- General/Admin

## REVENUE STREAMS 💰

- Subscription Model
- Product Placement
- DVD Rental
- Future Model - licensing Netflix owned content



# The Business Model Canvas Aplikacija za online kurseve

**Key partners**  
What are your key partners to get competitive advantage?

**Partnerstva sa univerzitetima ili organizacijama za pružanje akreditovanih kurseva**

**Partnerstva sa platformama za online plaćanje i hosting**

**Key activities**  
What are the key steps to move ahead to your customers?

Razvoj online kurseva i materijala

Marketing i promocija kurseva

Tehnička podrška i održavanje platforme

**Key resources**  
What resources do you need to make your idea work?

Stručni predavači i edukatori iz različitih oblasti

Tehnička infrastruktura za hosting i održavanje platforme

Marketing tim za promociju kurseva

**Key propositions**  
How will you make your customers' life happier?

Pristup visokokvalitetnim online kursovima iz različitih oblasti

Mogućnost učenja u svom tempu i prilagođavanje individualnim potrebama

**Interaktivni materijali, vežbe i ocenjivanje za praćenje napretka**

**Customer relationships**  
How often will you interact with your customers?

Automatizovani sistem za prijavu, plaćanje i pristup kursovima

Korisnička podrška putem e-pošte ili četa za rešavanje pitanja i problema

**Channels**  
How are you going to reach your customers?

Online platforma za pristup kursovima i materijalima

Digitalni marketing, uključujući društvene mreže, blogove i e-poštu

**Customer segments**  
Who are your customers? Describe your target audience in a couple of words.

Studenti na fakultetu i univerzitetu koji žele dodatnu podršku i materijale za učenje

Profesionalci koji žele unaprediti svoje veštine ili steknuti nova znanja

Organizacije koje žele pružiti obuku svojim zaposlenima

**Cost Structure**  
How much are you planning to spend on the product development and marketing for a certain period?

Troškovi razvoja i održavanja platforme

Plata za zaposlene

Marketing i reklamni troškovi

**Revenue Streams**  
How much are you planning to earn in a certain period? Compare your costs and revenues.

Naknada za pristup pojedinačnim kursovima ili pretplata za neograničen pristup svim kursovima

Partnerstva sa univerzitetima ili organizacijama za prodaju njihovih kurseva



# Zadatak za studente:

- *Studenti, u okviru istih grupa – formiranih na prethodnoj vežbi, kreiraju Business Model Canvas-a (u koji unose svoj predlog proizvoda-usluga, koji čine konačni paket nove vrednosti koji su predstavili tokom prethodne vežbe)*
- *Sve grupe studenata treba da kreiraju svoj Kanvas, posredstvom web alata: <https://miro.com/templates/business-model-canvas/> Kreirani model treba da podele sa nastavnikom i saradnikom, šerovanjem preko naloga: [imihajlovic73@gmail.com](mailto:imihajlovic73@gmail.com) kao i na mail ([cosovicermine2309@gmail.com](mailto:cosovicermine2309@gmail.com))*



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