

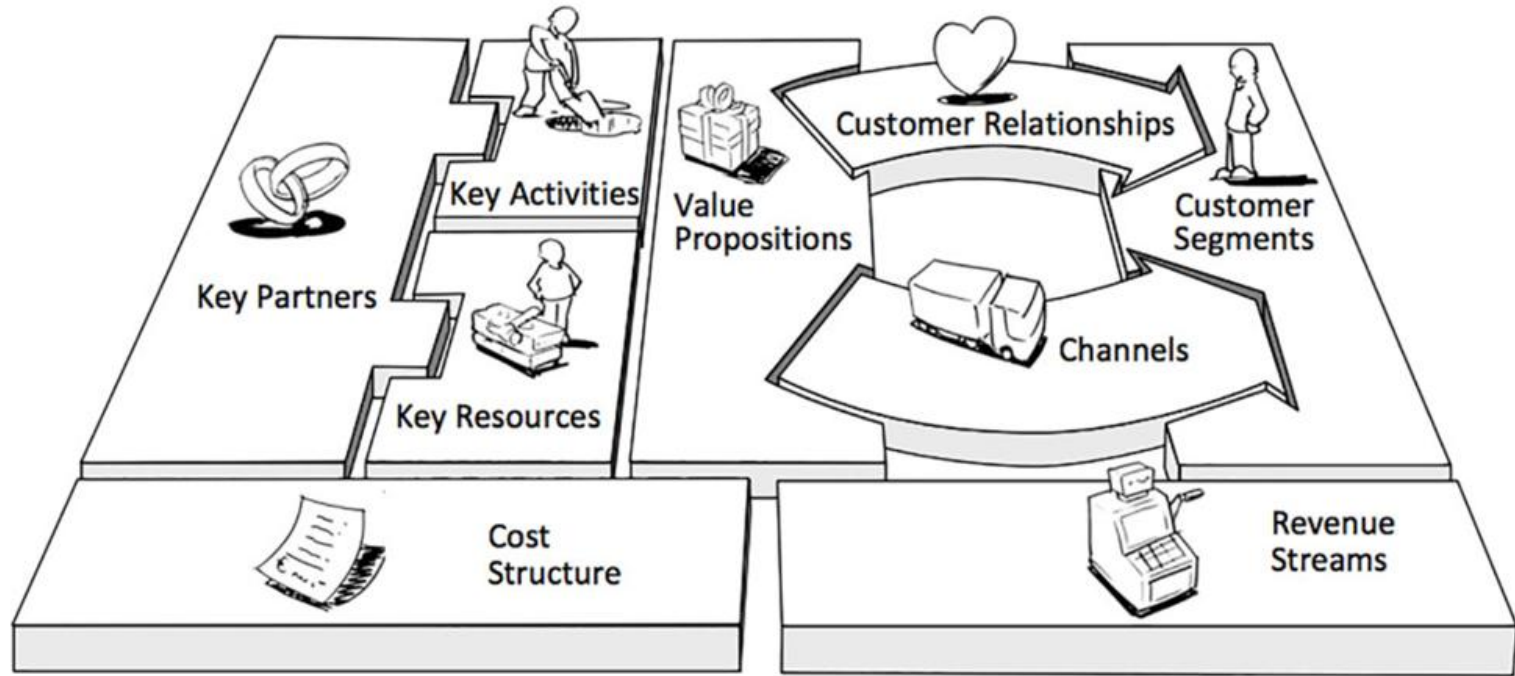


Mašinski fakultet
Katedra za industrijsko inženjerstvo

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

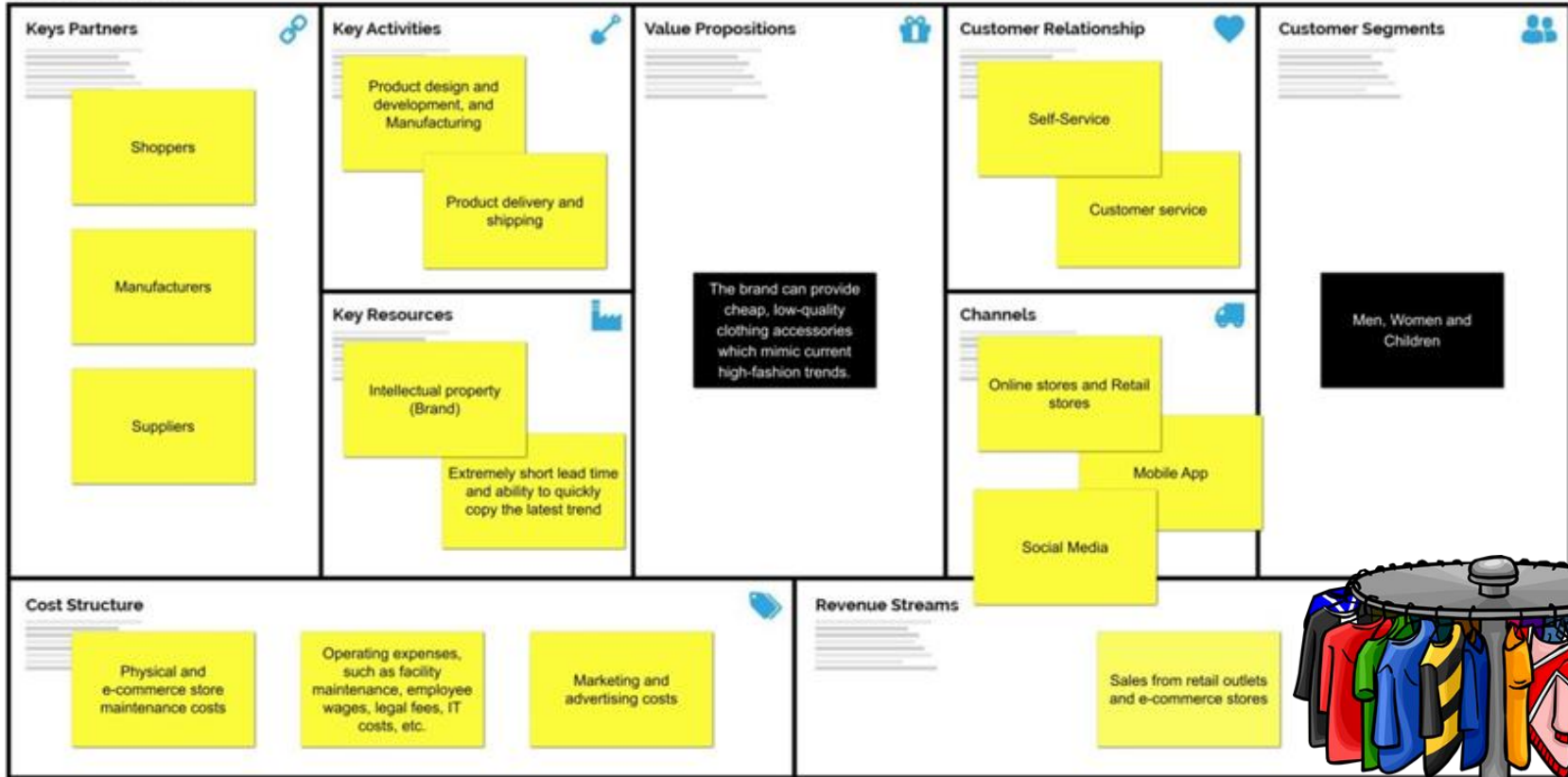
Revenue Streams

- Automotive Segment revenue
- Energy generation & storage segment





- 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 #2:

- *Kreirati Business Model Canvas-a*
- *Svi studenti 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 kao i na mail (cosovicermine2309@gmail.com)*

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