



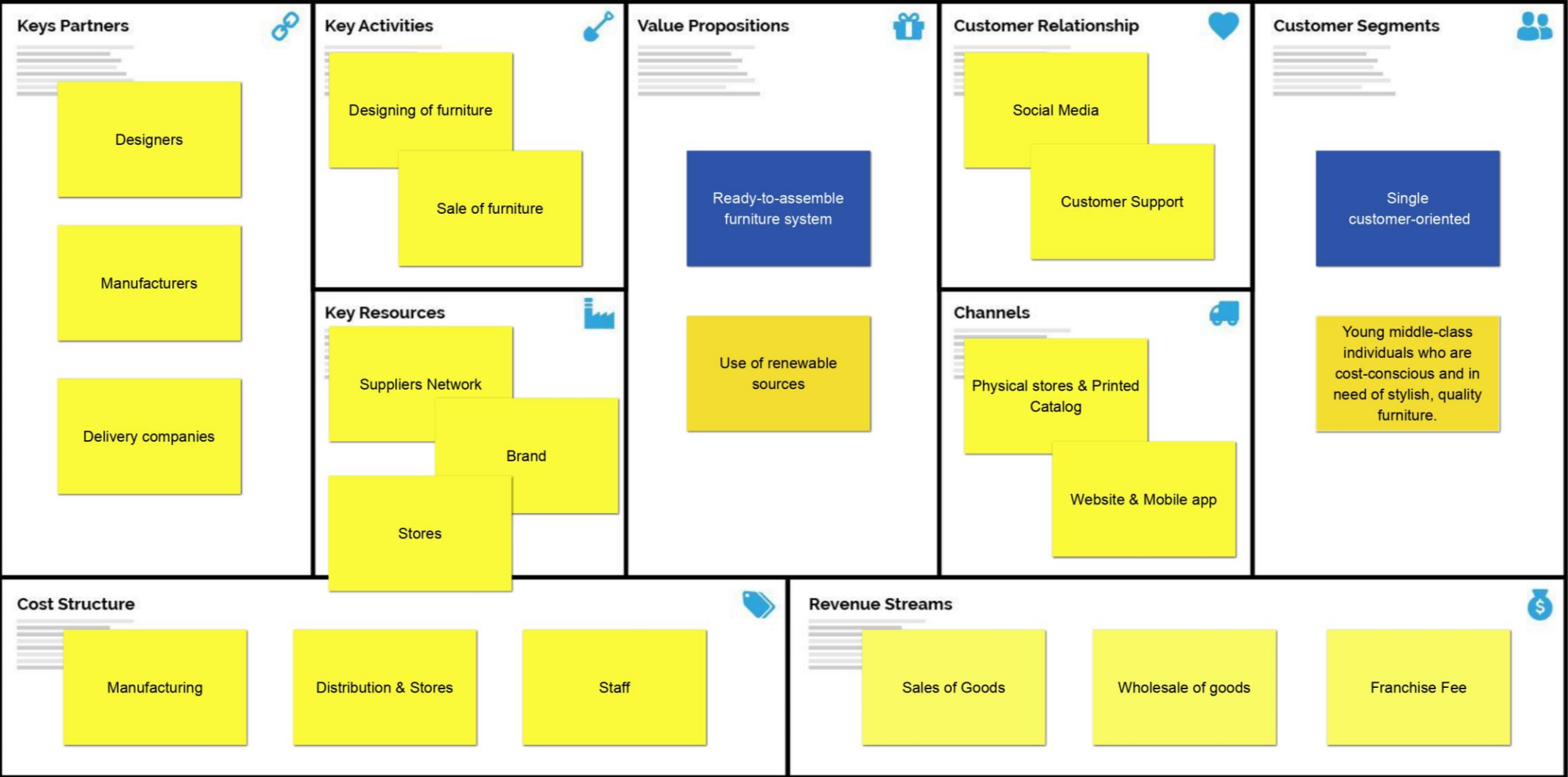
# Индустријски менаџмент

Вежбе

Асистент: Мартина Перишић  
Кабинет 404  
E-mail: [mperisic@mas.bg.ac.rs](mailto:mperisic@mas.bg.ac.rs)

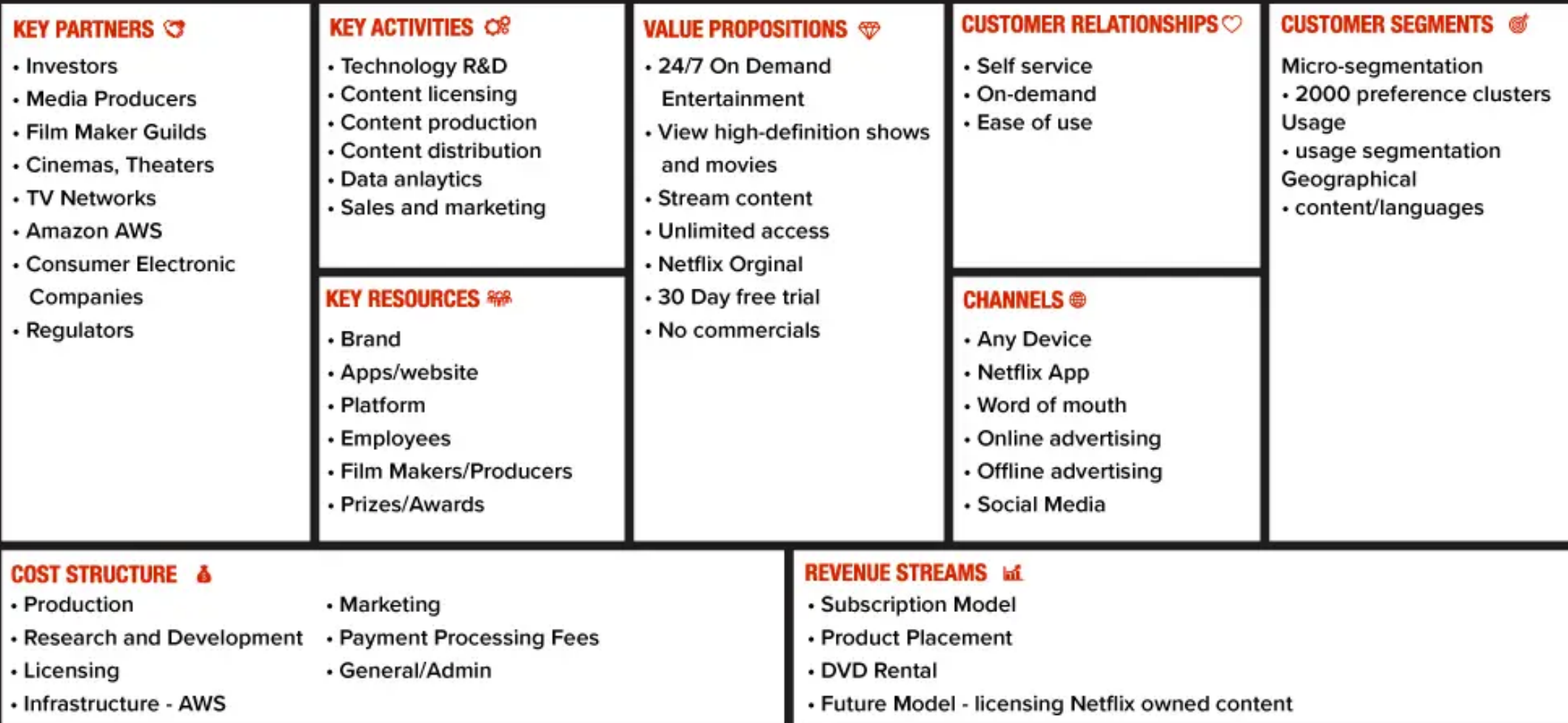


# - Business Model Canvas



# NETFLIX NETFLIX BUSINESS MODEL

GARYFOX.CO





TESLA

# BUSINESS MODEL CANVAS (TESLA)










<b>KEY PARTNERS</b> 🤝 <ul style="list-style-type: none"> <li>• OEM Alliances</li> <li>• Governments</li> <li>• Leasing companies</li> <li>• Panasonic (battery development)</li> <li>• Manufacturing and purchasing</li> <li>• Insurance companies</li> <li>• Charge point partners</li> </ul>	<b>KEY ACTIVITIES</b> ⚙️ <ul style="list-style-type: none"> <li>• Research and development</li> <li>• Design</li> <li>• Electric power technologies</li> <li>• Car manufacturing</li> <li>• Charge point infrastructure</li> </ul>	<b>VALUE PROPOSITIONS</b> 💎 <ul style="list-style-type: none"> <li>• Long-range recharging flexibility</li> <li>• High-performance and modern design</li> <li>• Energy efficiency and cost of ownership</li> <li>• Autonomous driving capabilities</li> <li>• Charge anywhere</li> </ul>	<b>CUSTOMER RELATIONSHIPS</b> ❤️ <ul style="list-style-type: none"> <li>• Customer service</li> <li>• Customer intimacy</li> <li>• Direct to customer</li> <li>• Customer relationship management</li> <li>• Personal assistance</li> </ul>	<b>CUSTOMER SEGMENTS</b> 🎯 <ul style="list-style-type: none"> <li>• High-net worth individuals</li> <li>• Green buyers</li> <li>• Commercial fleet buyers</li> <li>• Sports car enthusiasts</li> <li>• Elon Musk fans</li> <li>• Corporate executives</li> <li>• Mid-tier management</li> </ul>
	<b>KEY RESOURCES</b> 🛠️ <ul style="list-style-type: none"> <li>• Electric vehicle technology</li> <li>• Battery production</li> <li>• Employees/skills/knowledge</li> <li>• Engineering and design</li> <li>• Elon Musk/Brand</li> </ul>		<b>CHANNELS</b> 🌐 <ul style="list-style-type: none"> <li>• Retail stores</li> <li>• Website</li> <li>• Conferences and events</li> <li>• PR/Media</li> </ul>	
<b>COST STRUCTURE</b> 💰 <ul style="list-style-type: none"> <li>• Manufacturing infrastructure</li> <li>• General admin/sales</li> <li>• R&amp;D costs</li> <li>• Employees</li> <li>• Distribution</li> <li>• Cost of materials</li> </ul>		<b>REVENUE STREAMS</b> 💵 <ul style="list-style-type: none"> <li>• Automotive sales</li> <li>• Automotive leasing</li> <li>• Energy generation and storage</li> <li>• Services</li> </ul>		



# AIRBNB BUSINESS MODEL

NOW GO INNOVATE  GARYFOX.CO



<p><b>KEY PARTNERS</b> </p> <ul style="list-style-type: none"> <li>• Hosts</li> <li>• Hotels</li> <li>• Experience providers</li> <li>• Corporate travel partners</li> <li>• Travel managers</li> <li>• Investors/ Venture Capitalists</li> <li>• Lobbyists</li> <li>• Photographers</li> <li>• Maps</li> <li>• Cloud hosting - AWS</li> </ul>	<p><b>KEY ACTIVITIES</b> </p> <ul style="list-style-type: none"> <li>• Platform and technology development</li> <li>• Sales and marketing</li> <li>• Maintaining trust and brand reputation</li> <li>• Customer service/ experiences</li> <li>• Partner management</li> </ul>	<p><b>VALUE PROPOSITIONS</b> </p> <p><b>HOSTS</b></p> <ul style="list-style-type: none"> <li>• Income generation</li> <li>• Ease of listing</li> <li>• Calendar, booking system</li> <li>• Access to photographers</li> </ul> <p><b>GUESTS</b></p> <ul style="list-style-type: none"> <li>• Low cost accommodation</li> <li>• Variety of choices/ locations</li> <li>• Variety of prices/budgets</li> <li>• Unique options</li> </ul> <p><b>HOTELS</b></p> <ul style="list-style-type: none"> <li>• Access to guests</li> <li>• Booking system</li> </ul> <p><b>EXPERIENCE PROVIDERS</b></p> <ul style="list-style-type: none"> <li>• Income from guests</li> <li>• Platform/system</li> </ul>	<p><b>CUSTOMER RELATIONSHIPS</b> </p> <ul style="list-style-type: none"> <li>• Self-service</li> <li>• Own the relationship</li> <li>• Trust through verification</li> <li>• Tailored</li> <li>• Manage bad behaviour and risks</li> </ul>	<p><b>CUSTOMER SEGMENTS</b> </p> <p><b>GUESTS</b></p> <ul style="list-style-type: none"> <li>• business travel guests</li> <li>• leisure travel guests</li> </ul> <p><b>HOSTS</b></p> <ul style="list-style-type: none"> <li>• Room unit/condo/house</li> <li>• House owners</li> <li>* Country/city/suburban/ city</li> </ul> <p><b>EXPERIENCE PROVIDERS</b></p> <ul style="list-style-type: none"> <li>• Specialists</li> <li>* Tour companies</li> </ul> <p><b>PHOTOGRAPHERS</b></p> <ul style="list-style-type: none"> <li>• Freelance photographers</li> </ul> <p><b>HOTELS</b></p> <ul style="list-style-type: none"> <li>• Independent hotels</li> <li>• Hotel groups</li> </ul>
<p><b>COST STRUCTURE</b> </p> <ul style="list-style-type: none"> <li>• Cost of acquisition</li> <li>• Weighted average cost of capital</li> <li>• R&amp;D platform</li> <li>• Payment processing</li> <li>• Payroll/contractors</li> <li>• Infrastructure</li> <li>• Legal/insurance</li> <li>• Lobbying/PR</li> <li>• Customer support</li> </ul>		<p><b>REVENUE STREAMS</b> </p> <ul style="list-style-type: none"> <li>• Service fee per transaction</li> <li>• Hosts commission charge</li> <li>• Hotel commission charge</li> <li>• Experience commission charge</li> </ul>		

