



Unit – 2

Business Model Canvas

- A business model canvas (BMC) is a template **that helps businesses define their goals and objectives.**
- It's a strategic management tool that can help businesses develop new models or evaluate existing ones.

Key components of a BMC :

- **Value proposition:** The products and services a business offers **to meet customer needs**
- **Customer segments:** The different types of people or organizations that need a business's product or service
- **Revenue streams:** The sources of income that a business generates
- **Cost structure:** How a company spends money on operations

Other components of a BMC key activities, key resources, key partners, customer relationships, and channels.