



Importance of BMC

- The Business Model Canvas (BMC) is a crucial strategic management tool that helps businesses **visualize, analyze, and develop their business model by focusing on key elements like customer segments, value propositions, and revenue streams**, ultimately improving clarity, focus, and alignment.
- **Purpose of BMC :**
- The purpose of a Business Model Canvas (BMC), a strategic management tool, is to help businesses **visualize, design, and analyze their business models, enabling them to understand, evaluate, and develop their business strategies.**