Une image contenant texte

Description générée automatiquement

**MY BUSINESS MODEL**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 9 - Partners  *Who are my specifiers*  *my business networks*  *my business networks*  *How often do I have contact with them?*  *What's the spin-off? (notoriety, economic)* | 8 - Activities  *Main*  *Secondary*  *What is the breakdown of my activities in*  *- % of turnover*  *- % of time invested* | 1. the value proposition  *What are my offers?*  *What are the advantages of my offers for the customer? What is the added value of my company? What is my differentiation?* | 5 - Customer relations  *What is the customer policy that I set up?*  *What are my monitoring tools?*  *- Loyalty ?*  *- One shot ?*  *- Become a prescriber?* | 3 / Customers  *What is*  *- typology of clientele*  *- the breakdown of turnover by customer type*  *- segmentation (which offer for which type of customer)*  *- How many new customers in a year?* |
| 7 - Resources  *What are the key resources of my company?*  *How long can I invest in my business? Per month and per year?*  *Material*  *Subcontractor* | 4 - Distribution channels / prospecting  *Indicate the distribution channels / canvassing used, the communication tools used* |
| 10 - Costs *(main costs for my company)*  *What are the main expenses for your company and their % in relation to your turnover?*  *Have I managed to pass on the costs associated with my activity?*  *Is it possible to reduce costs?*  *Did I have any extra charges*  *Do my purchases comply with the standard?*  *Do I still have stock?* | | 6 - Revenues (Source of income or revenue stream)  *Which offer generates the most revenue? What is MY cash cow product? ...*  *Is my profit in line with my expectations?*  *Is my salary consistent with the time spent on my activity?* | | |
| List the 3 biggest difficulties you encounter with your business model? To which boxes do they correspond?  For each box, identify the levers for action and set the objectives you would like to achieve. | | | | |