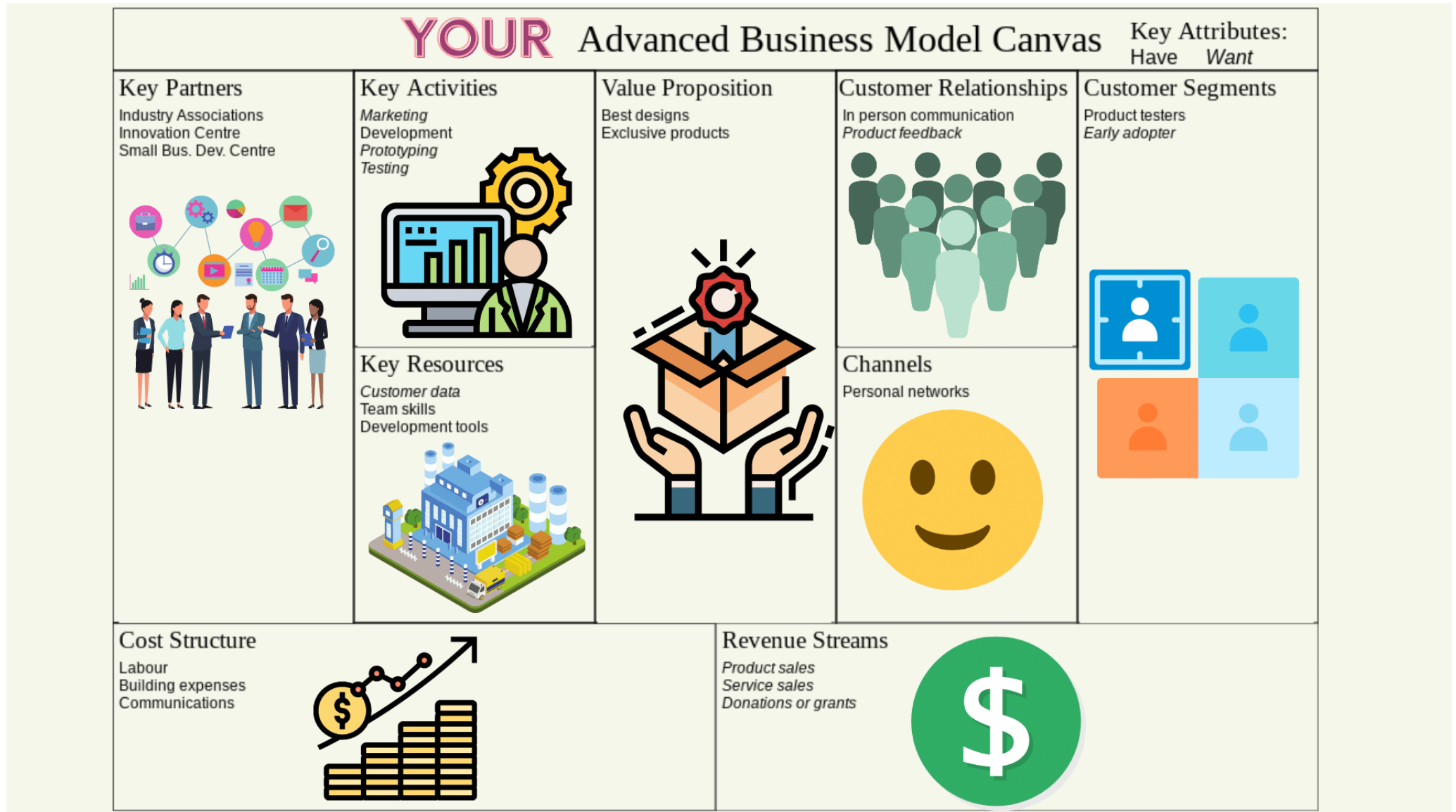


# Business Model Canvas PDF

11 Business Model Canvas Examples for the Present and Future + Resources



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## Introduction

# How To Adapt To The New Business Environment With This Big Shift In Business Model Canvas

### **Secret #1 - Business Model The Present**

Accurately describe how your business operates now

Include business and technology attributes

### **Secret #2 - Business Model The Future**

Record where your business model can be improved

Add missing attributes can help with business growth

### **Secret #3 - Business Model Improvement Implementation**

Make a business model improvement list

Implement the changes by order of most impact

So, how should we move forward from here?

Model your new business model using the 11 examples

Implement the business model changes for business growth

The main idea here is that you can see 11 business model examples you could use without having to miss out on vital business model attributes for growth.

See the Resources page to implement quicker.

## Shopkeeper Example

# Advanced Business Model Canvas

Key Attributes:  
Have    Want

<b>Key Partners</b> Distribution partners Transport providers Component suppliers Industry Associations Tech. suppliers Tech. maintenance provider <i>Remote VOIP telephony</i> <i>Digital analytic providers</i> <i>IT remote support providers</i>	<b>Key Activities</b> Sales Packaging Logistics Procurement Accounting	<b>Value Proposition</b> Quick service Accessible location Convenient Digital payments	<b>Customer Relationships</b> In premises one to one <i>Self service</i> <i>In store demonstrations</i> <i>In store video</i> <i>In store QR codes for more info.</i> <i>Loyalty card with analytics</i> <i>Social media interactions</i>	<b>Customer Segments</b> Niche market Retail Buyer not always end user Customer needs are satisfied
	<b>Key Resources</b> People Store Power Communications Other Utilities Sales data <i>Customer data</i> <i>Decision support systems</i> <i>Industry analytics</i> <i>Knowledge bases</i>		<b>Channels</b> Leaflet distribution Sponsored groups Signage <i>Website</i> <i>Internet map search</i> <i>Web page product awareness</i> <i>Web page how you help</i> <i>Smart digital signage</i> <i>Customer feedback system</i>	
<b>Cost Structure</b> Labour Taxes Building expenses Communications Printing Insurance Waste removal Energy Sources		<b>Revenue Streams</b> Product sales Accessories sales <i>Renewable energy creation</i>		

## Retail Business Model Example Attributes

Try to include business and technology attributes across the business model. See your retail business model operations on one page. Test. Validate. Refine. Create business sustainability. Then manage growth with business model styles, some of which are included in this PDF.

### **Value Proposition**

Quick service, accessible location, convenient, digital payments

### **Customer Relationships**

In premises one to one, self-service, in store demonstrations, in store video, in store QR codes for more information, loyalty cards with analytics, social media interaction.

### **Channels**

Leaflet distribution, sponsored groups, signage, website, Internet map search, web page product awareness, web page how you help, smart digital signage, customer feedback system

### **Customer Segments**

Niche market, retail, buyer not always end user, customer needs are satisfied

### **Key Activities**

Sales, packaging, logistics, procurement, accounting

### **Key Resources**

People, store, power, communications, other utilities, sales data, customer data, decision support systems, industry analytics, knowledge bases

### **Key Partners**

Distribution partners, transport providers, component supplies, industry associations, tech. suppliers, tech. maintenance providers, remote VOIP telephony, digital analytics providers, IT remote support providers

### **Cost Structure**

Labour, taxes, building expenses, communications, printing, insurance, waste removal, energy sources, franchises fees, technologies, web hosting, content creation, pay per click ads, photos, video, audio, illustrations

### **Revenue Streams**

Product sales, accessories sales, renewable energy creation

**Local service provider**

**Advanced Business Model Canvas**

**Key Attributes:**  
Have    Want

<p><b>Key Partners</b></p> <p><i>Mentors and Gurus</i>  <i>Industry Associations</i>  <i>Tech. suppliers</i>  <i>Tech. innovation provider</i>  <i>Cloud email provider</i>  <i>Digital service providers</i>  <i>Virtual assistants</i>  <i>Digital analytic providers</i>  <i>Serviced virtual office</i>  <i>IT remote support providers</i></p>	<p><b>Key Activities</b></p> <p>Management  Marketing  Service fulfilment  Accounting  Automated billing  Automated payments</p>	<p><b>Value Proposition</b></p> <p>High performance  <i>Brand status</i>  Quick service  Help with risks  Accessible location  Convenient  Reduce customer fears  Reduce difficulties  <i>Digital delivery</i>  <i>Online ordering</i>  <i>SMS reminders</i>  <i>FAQ online</i>  Digital payments  <i>Digital bill delivery</i>  <i>Online queries</i>  <i>Video conference to customers</i>  <i>Online appointment bookings</i></p>	<p><b>Customer Relationships</b></p> <p>In premises one to one  Phone contact  <i>Customer website interactions</i>  <i>Social media interactions</i></p>	<p><b>Customer Segments</b></p> <p>Niche market  Help customer complete jobs  Business to business segment  Customer needs are satisfied</p>
<p><b>Cost Structure</b></p> <p>Labour  Taxes  Building expenses  Equipment  Advertising  Communications  Printing  Insurance</p>	<p><b>Key Resources</b></p> <p>People  Store  Power  Communications  Other Utilities  Sales data  Customer data  Efficient processes  Automation systems  Decision support systems  Website analytics  Industry analytics  Knowledge bases</p>		<p><b>Channels</b></p> <p>Magazines  Direct mail list  Website  Email marketing  Social media following  Digital white paper  Online videos  Live / recorded Webinars  Internet text search  Internet image search  Internet map search  Pay per click PPC  Web page product awareness</p>	
<p><b>Energy Sources</b></p> <p>Technologies  Web hosting  Email marketing  Content creation  Pay per click ads  Digital products as a service  Photos, video, audio, illustrations  Cloud services pay as you go / need</p>		<p><b>Revenue Streams</b></p> <p><i>Online sales</i>  <i>Online service provisioning</i>  <i>Online membership subscription</i>  Service sales  Management fees  Renewable energy creation  Franchises sales and royalties  Digital products  Affiliate commissions  Digital service provision  App sales / in app purchases</p>		

## Service Provider Business Model Example Attributes

Try to include business and technology attributes across the business model. See your service business model operations on one page. Test. Validate. Refine.

### **Value Proposition**

High performance, brand status, quick service, help with risks, accessible location, convenient, reduce customer fears, reduce difficulties, digital delivery, online ordering, SMS reminders, FAQ online, digital payments, digital bill delivery, online queries, video conference to customers, online appointment booking

### **Customer Relationships**

In premises one to one, phone contact, customer website interactions, social media interactions

### **Channels**

Magazines, direct mail list, website, email marketing, social media following, digital white paper, online videos, live/recorded webinars, Internet text search, Internet image search, Internet map search, pay per click PPC, web page product awareness

### **Customer Segments**

Niche market, help customers complete jobs, business to business segment, customer needs are satisfied

### **Key Activities**

Management, marketing, service fulfilment, accounting, automated billing, automated payments

### **Key Resources**

People, store, power, communications, other utilities, sales data, customer data, efficient processes, automated systems, decision support systems, website analytics, industry analytics, knowledge bases

### **Key Partners**

Mentors and gurus, industry associations, tech. suppliers, tech. innovation provider, cloud email provider, digital service providers, virtual assistants, digital analytic providers, serviced virtual office, IT remote support providers

### **Cost Structure**

Labour, taxes, business expenses, equipment, advertising, communications, printing, insurance, energy sources, technologies, web hosting, email marketing, content creation, pay per click ads, digital products as a service, photos, video, audio, illustrations, cloud services pay as you go/need

### **Revenue Streams**

Service sales, management fees, renewable energy creation, franchises sales and royalties, digital products, affiliate commissions, digital service provision, app sales/ in app purchases, online sales, online service provisioning, online membership subscription

Manufacturer Example		Advanced Business Model Canvas		Key Attributes: Have    Want	
<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>Transport providers</li> <li>Component suppliers</li> <li><i>Mentors and Gurus</i></li> <li>Industry Associations</li> <li>Tech. suppliers</li> <li><i>Cloud software providers</i></li> <li><i>Remote VOIP telephony</i></li> <li><i>IT remote support providers</i></li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>Production</li> <li>Sales</li> <li>Billing</li> <li>Packaging</li> <li>Logistics</li> <li>Procurement</li> <li>Maintenance</li> <li>Management</li> <li>Marketing</li> <li>Accounting</li> <li><i>3rd party logistics</i></li> </ul>	<p><b>Value Proposition</b></p> <ul style="list-style-type: none"> <li>Latest Products</li> <li>Best designs</li> <li><i>Brand status</i></li> <li>Quick service</li> <li>Quick delivery</li> <li>Accessible location</li> <li>Exclusive products</li> <li>Digital payments</li> <li><i>Digital bill delivery</i></li> <li><i>Online queries</i></li> <li><i>3D printing to order</i></li> <li><i>Video conference to customers</i></li> </ul>	<p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>In premises one to one</li> <li>Shows</li> <li>Trade shows</li> <li>Phone contact</li> <li>In store demonstrations</li> <li><i>Customer website interactions</i></li> <li><i>Social media interactions</i></li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>Mass market</li> <li>Manufacturer</li> <li>Buyer not always end user</li> <li>Help customer complete jobs</li> <li>Business to business segment</li> <li><i>Global wholesale sales</i></li> <li><i>Global manufacturer sales</i></li> <li><i>eBay / Amazon etc market sales</i></li> </ul>	
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>Labour</li> <li>Taxes</li> <li>Building expenses</li> <li>Equipment</li> <li>Advertising</li> <li>Logistics</li> <li>Communications</li> <li>Insurance</li> </ul>	<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>People</li> <li>Factory</li> <li>Warehouse</li> <li>Trucks</li> <li>Communications</li> <li>Other Utilities</li> <li>Sales data</li> <li><i>Customer data</i></li> <li>Efficient processes</li> <li><i>Automation systems</i></li> <li><i>Industry analytics</i></li> </ul>	<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>Product sales</li> <li>Project fulfilment</li> <li><i>Renewable energy creation</i></li> <li><i>Digital products</i></li> </ul>	<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>Direct mail list</li> <li>Sponsored groups</li> <li>Signage</li> <li>Website</li> <li><i>Email marketing</i></li> <li><i>Digital white paper</i></li> <li><i>Online videos</i></li> <li><i>Internet text search</i></li> <li><i>Internet image search</i></li> <li><i>Internet map search</i></li> <li><i>Pay per click PPC</i></li> <li><i>Web page product awareness</i></li> <li><i>Web page how you help</i></li> </ul>		



## Manufacturer Business Model Example Attributes

Try to include business and technology attributes across the business model. See your manufacturing business model operations on one page. Test. Validate. Refine.

### **Value Proposition**

Latest products, best designs, brand status, quick service, quick delivery, accessible location, exclusive products, digital payments, digital bill delivery, online queries, 3D printing to order, video conference to customers

### **Customer Relationships**

In premises one to one, shows, trade shows, phone contact, in store demonstrations, customer website interactions, social media interactions

### **Channels**

Direct mail list, sponsored groups signage, website, email marketing, digital white paper, online videos, Internet text search, Internet image search, Internet map search, pay per click PPC, web page product awareness, web page how you help

### **Customer Segments**

Mass market, manufacturer, buyer not always end user, help customer complete jobs, business to business segment, global wholesale sales, global manufacturer sales, eBay/Amazon etc market sales

### **Key Activities**

Production, sales, billing, packaging, logistics, procurement, maintenance, management, marketing, accounting, 3<sup>rd</sup> party logistics

### **Key Resources**

People, factory, warehouse, trucks, communications, other utilities, sales data, customer data, efficient processes, automation systems, industry analytics

### **Key Partners**

Transport providers, component suppliers, mentors and gurus, industry associations, tech. suppliers, cloud software providers, remote VOIP telephony, IT remote support providers

### **Cost Structure**

Labour, taxes, building expenses, equipment, advertising, logistics, communications, insurance, waste removal, energy sources, web hosting, email marketing, content creation, pay per click ads, photos, video, audio, illustrations

### **Revenue Streams**

Product sales, project fulfilment, renewable energy creation, digital products

Online Services Company		Advanced Business Model Canvas		Key Attributes: Have    Want					
<b>Key Partners</b> <i>Mentors and Gurus</i> Industry Associations Tech. suppliers Tech. innovation provider Cloud email provider Cloud virtual servers Remote VOIP telephony Virtual assistants IT remote support providers		<b>Key Activities</b> Sales Billing Management Marketing Order delivery systems		<b>Value Proposition</b> Best prices Quick service Quick delivery Help with risks Convenient Exclusive products Create savings Customer feel better Reduce customer fears Reduce difficulties Digital delivery Online ordering FAQ online Digital payments Online queries		<b>Customer Relationships</b> Self service Order online & delivery included Customer website interactions Social media interactions		<b>Customer Segments</b> Mass market Multi segment Help customer complete jobs Customer needs are satisfied Online members Online client	
		<b>Key Resources</b> People Power Communications Sales data Customer data Efficient processes Automation systems Decision support systems Website analytics Industry analytics				<b>Channels</b> Website Email marketing Social media following Digital white paper Company app Online videos Live / recorded Webinars Internet text search Internet image search Pay per click PPC Web page product awareness Web page product purchase			
<b>Cost Structure</b> Labour Taxes Building expenses Equipment Advertising Communications Technologies Web hosting		Email marketing Content creation Pay per click ads Photos, video, audio, illustrations Application creation / maintenance Cloud services pay as you go / need		<b>Revenue Streams</b> Online sales Online service provisioning Online membership subscription					
				Product sales Service sales Membership fees Commission sales Digital products Affiliate commissions Digital service provision App sales / in app purchases					

## Online Services Business Model Example Attributes

Create business sustainability first. Then scale with more offers, sales funnels, sales value ladder, repeat sales and referrals.

### **Value Proposition**

Best prices, quick service, quick delivery, help with risks, convenient, exclusive products, create savings, customer feel better, reduce customer fears, reduce difficulties, digital delivery, online ordering, FAQ online, digital payments, online queries

### **Customer Relationships**

Self-service, order online & delivery included, customer website interactions, social media interactions

### **Channels**

Website, email marketing, social media following, digital white paper, company app, online video, live/recorded webinars, Internet text search, Internet image search, pay per click PPC ads, web page product awareness, web page product purchase

### **Customer Segments**

Mass market, multi segment, help customer complete jobs, customer needs are satisfied, online members, online client

### **Key Activities**

Sales, billing, management, marketing, online delivery systems

### **Key Resources**

People, power, communications, sales data, customer data, efficient processes, automation systems, decision support systems, website analytics, industry analytics

### **Key Partners**

Mentors & gurus, industry associations, tech. suppliers, tech. innovation provider, cloud email provider, cloud virtual servers, remote VOIP telephony, virtual assistants, IT remote support providers

### **Cost Structure**

Labour, taxes, building expenses, equipment, advertising, communications, technologies, web hosting, email marketing, content creation, pay per click ads, photos, video, audio, illustrations, application creation/maintenance, cloud services pay as you go/need

### **Revenue Streams**

Product sales, service sales, membership fees, commission sales, digital products, affiliate commissions, digital service provision, app sales/in app purchases, online sales, online service provisioning, online membership subscription

Display Advertising		Advanced Business Model Canvas			Key Attributes: Have <i>Want</i>	
<b>Key Partners</b> Website Hosting company	<b>Key Activities</b> Content Creation Content Marketing	<b>Value Proposition</b> Quick service Convenient Digital delivery FAQ online How to information Problem and solution info Niche information	<b>Customer Relationships</b> Customer website interactions Social media interactions Embed video	<b>Customer Segments</b> Mass market Niche market		
	<b>Key Resources</b> People Customer data Website analytics Website Hosting		<b>Channels</b> Website Email marketing Social media following Online videos Internet text search Internet image search Web page product awareness Web page product evaluation Web page how you help			
<b>Cost Structure</b> Labour Taxes Equipment Communications Technologies Content creation Photos, video, audio, illustrations			<b>Revenue Streams</b> Display Advertising cost per click Display Advertising cost per 1000 views			

## Display Advertising Business Model Example Attributes

Monetise website content with display advertising. E.g., blog, content publisher... Earnings based on clicks and 1000 views. Automatic ad placement is possible. Earn global income.

### **Value Proposition**

Quick service, convenient, digital delivery, FAQ online, how to information, problem & solution information, niche information

### **Customer Relationships**

Customer website interactions, social media interactions, embedded video

### **Channels**

Website, email marketing, social media following, online videos, Internet text search, Internet image search, web page product awareness, web page product evaluation, web page how you help

### **Customer Segments**

Mass market, niche market

### **Key Activities**

Content creation, content marketing

### **Key Resources**

People, customer data, website analytics, website hosting

### **Key Partners**

Website hosting company

### **Cost Structure**

Labour, taxes, equipment, communications, technologies, content creation, photos, video, audio, illustrations

### **Revenue Streams**

Display advertising cost per click, display advertising cost per 1000 views

*Google AdSense, Ezoic, Media.Net...*

Amazon Associates		Advanced Business Model Canvas		Key Attributes: Have    Want	
<b>Key Partners</b> Website Hosting provider	<b>Key Activities</b> Sales Content Creation Content Marketing Amazon affiliate product links	<b>Value Proposition</b> Latest Products Best prices Brand status Quick service Quick delivery Accessible location Convenient Exclusive products Online ordering Digital payments Global Amazon Stores access	<b>Customer Relationships</b> Customer website interactions Social media interactions	<b>Customer Segments</b> Mass market Retail Amazon Customer sales	
	<b>Key Resources</b> People Communications Sales data Website analytics Industry analytics		<b>Channels</b> Website Social media following Internet text search Internet image search Web page product awareness Web page product evaluation Web page product purchase		
<b>Cost Structure</b> Labour Taxes Communications Web hosting Content creation Photos, video, audio, illustrations			<b>Revenue Streams</b> Commission sales Affiliate commissions Commission based on total customer sales in Amazon Commissions vary by product class		

## Amazon Associates Business Model Example Attributes

Show Amazon products and earn commissions from your website. Commission is earned on the total customer purchase from your link. Sell products that compliment your business.

### **Value Proposition**

Latest products, best prices, brand status, quick service, quick delivery, accessible location, convenient, exclusive products, online ordering, digital payments, Global Amazon Stores access

### **Customer Relationships**

Customer website interactions, social media interactions, Amazon Prime membership interactions, email product suggestions

### **Channels**

Website, social media following, Internet text search, Internet image search, web page product awareness, web page product evaluation, web page product purchase

### **Customer Segments**

Mass market, retail, Amazon customer sales

### **Key Activities**

Sales, content creation, content marketing, Amazon affiliate product links

### **Key Resources**

People, communications, sales data, website analytics, industry analytics

### **Key Partners**

Website hosting provider (Amazon Web Services), 3<sup>rd</sup> party sellers

### **Cost Structure**

Labour, taxes, communications, web hosting, content creation, photos, video, audio, illustrations

### **Revenue Streams**

Commission sales, affiliate commission, commission based on total customer sales in Amazon, commission vary by product class

Affiliate Marketing		Advanced Business Model Canvas		Key Attributes: Have    Want	
<b>Key Partners</b> Email service provider Website hosting provider	<b>Key Activities</b> Packaging Marketing Content marketing Affiliate link maintenance	<b>Value Proposition</b> Latest Products Quick service Convenient Exclusive products Online ordering Digital payments Global suppliers Physical products Digital products	<b>Customer Relationships</b> Customer website interactions Social media interactions Email Contact	<b>Customer Segments</b> Mass market Niche market Retail website to retailer links social media to retailer links email to retailer links	
	<b>Key Resources</b> People Communications Website analytics Website Social media		<b>Channels</b> Website Email marketing Social media following Internet text search Internet image search Web page product awareness Web page product evaluation Web page product purchase		
<b>Cost Structure</b> Labour Web hosting Email marketing Content creation Photos, video, audio, illustrations			<b>Revenue Streams</b> Commission sales Affiliate commissions Recurring subscription commissions High commission on digital products		



## Affiliate Marketing Business Model Example Attributes

Show physical and digital products from multiple suppliers for commissions. Digital products can have 50%+ commissions. Some affiliates provide ongoing commissions for subscriptions/SAAS services

### **Value Proposition**

Latest products, quick service, convenient, exclusive products, online ordering, digital payments, global suppliers, physical products, digital products

### **Customer Relationships**

Customer website interactions, social media interactions, email contact

### **Channels**

Website, email marketing, social media following, Internet text search, Internet image search, web page product awareness, web page product evaluation, web page product purchase

### **Customer Segments**

Mass market, niche market, retail, website to retailer links, social media to retailer links, email to retailer links

### **Key Activities**

Product testing, marketing, content marketing, affiliate link maintenance

### **Key Resources**

People, communications, website analytics, website, social media

### **Key Partners**

Email service provider, website hosting provider

### **Cost Structure**

Labour, web hosting, email marketing, content creation, photos, video, audio, illustrations

### **Revenue Streams**

Commission sales, affiliate commissions, recurring subscription commissions, high commission on digital products

FBA - Fulfilment By Amazon		Advanced Business Model Canvas		Key Attributes: Have    Want	
<b>Key Partners</b> Transport providers Component suppliers Amazon global warehouses Amazon website for product listings	<b>Key Activities</b> Production Distribution Packaging Logistics Procurement 3rd party logistics Bulk Product to Amazon shipping	<b>Value Proposition</b> Brand status Quick service Quick delivery Accessible location Convenient Exclusive products Customer feel better Reduce customer fears Online ordering Digital payments Your products from Amazon warehouses Amazon product handling and logistics	<b>Customer Relationships</b> Amazon store product listings	<b>Customer Segments</b> Mass market Retail Online members Amazon Prime members Amazon existing customers Amazon product search	
	<b>Key Resources</b> People Factory Sales data Efficient processes Decision support systems Production can be outsourced		<b>Channels</b> Web page product awareness Web page product evaluation Web page product purchase Amazon website channel		
<b>Cost Structure</b> Labour Taxes Commissions Logistics Amazon warehouse storage costs Amazon fee for sale to end customer Product creation costs			<b>Revenue Streams</b> Product sales Your products sales from up to 15 Amazon warehouse countries Scale up to as many products as you like		

## Fulfilment By Amazon (FBA) Business Model Example Attributes

Create or source physical products in bulk. Send your bulk products to global Amazon warehouses. Amazon performs individual product fulfilment to customers. Leverage Amazon website for sales.

### **Value Proposition**

Brand status, quick service, quick delivery, accessible location, convenient, exclusive products, customer feel better, reduce customer fears, online ordering, digital payments, your products from Amazon warehouses, Amazon product handling and logistics

### **Customer Relationships**

Amazon store product listings

### **Channels**

Web page product awareness, web page product evaluation, web page product purchase, Amazon website channel

### **Customer Segments**

Mass market, retail, online members, Amazon Prime members, Amazon existing customers, Amazon product search

### **Key Activities**

Production, distribution, packaging, logistics, procurement, 3<sup>rd</sup> party logistics, bulk product to Amazon shipping

### **Key Resources**

People, factory, sales data, efficient processes, decision support systems, production can be outsourced

### **Key Partners**

Transport providers, component suppliers, Amazon global warehouses, Amazon website for product listings

### **Cost Structure**

Labour, taxes, commissions, logistics, Amazon warehouse storage costs, Amazon fee for sale to end customer, product creation costs

### **Revenue Streams**

Product sales, your products sales from up to 15 Amazon warehouse countries, scale up to as many products as you like

Traditional Ecommerce		Advanced Business Model Canvas		Key Attributes: Have    Want	
<b>Key Partners</b> Transport providers Component suppliers Ecommerce software	<b>Key Activities</b> Production Sales Billing Packaging Logistics Procurement Marketing Service fulfilment Order delivery systems	<b>Value Proposition</b> Latest Products Quick service Quick delivery Exclusive products Online ordering FAQ online Digital payments Your products Your services	<b>Customer Relationships</b> Self service Self checkout Order online & delivery included Customer website interactions Social media interactions Email Contact Email on order fulfilment Email future product offerings	<b>Customer Segments</b> Niche market Retail Online client	
	<b>Key Resources</b> People Warehouse Power Communications Other Utilities Sales data Customer data Website analytics		<b>Channels</b> Website Email marketing Social media following Online videos Internet text search Internet image search Pay per click PPC Web page product awareness Web page product evaluation Web page product purchase Web page how you help Re-marketing ads Abandoned cart follow up		
<b>Cost Structure</b> Labour Taxes Building expenses Logistics Communications Energy Sources Web hosting Email marketing		<b>Revenue Streams</b> Product sales Service sales Digital products			

## Traditional Ecommerce Business Model Example Attributes

Full control of product selection, supply chain and margins. List products on your own website. Have full control of marketing including ads and content. Leverage Google Shopping, Facebook Marketplace...

### **Value Proposition**

Latest products, quick service, quick delivery, exclusive products, online ordering, FAQ online, digital payments, Your products, Your services

### **Customer Relationships**

Self-service, self-checkout, order online & delivery included, customer website interactions, social media interactions, email contact, email on order fulfilment, email future product offerings

### **Channels**

Website, email marketing, social media following, online videos, Internet text search, Internet image search, pay per click PPC ads, web page product awareness, web page product evaluation, web page product purchase, web page how you help, re-marketing ads, abandoned cart follow up

### **Customer Segments**

Niche market, retail, online client

### **Key Activities**

Production, sales, billing, packaging, logistics, procurement, marketing, service fulfilment, order delivery systems

### **Key Resources**

People, warehouse, power, communications, other utilities, sales data, customer data, website analytics

### **Key Partners**

Transport providers, component suppliers, Ecommerce software

### **Cost Structure**

Labour, taxes, building expenses, logistics, communications, energy sources, web hosting, email marketing, content creation, pay per click PPC ads, product creation/sourcing, payment gateway fees, product delivery costs

### **Revenue Streams**

Product sales, service sales, digital products

Dropshipping Ecommerce		Advanced Business Model Canvas		Key Attributes: Have    Want	
<b>Key Partners</b> Component suppliers Cloud software providers Drop-ship suppliers Payment gateway provider	<b>Key Activities</b> Sales Marketing Online Sale to Supplier ordering Order fulfilment tracking email Drop-ship product selection to sell	<b>Value Proposition</b> Latest Products Exclusive products Online ordering Digital payments Global product supply Manufacturer to customer direct sales	<b>Customer Relationships</b> Order online & delivery included Customer website interactions Social media interactions Email Contact	<b>Customer Segments</b> Mass market Niche market Retail Online client Global customers	
	<b>Key Resources</b> Sales data Customer data Automation systems Website analytics Website		<b>Channels</b> Website Email marketing Social media following Internet text search Internet image search Pay per click PPC Web page product awareness Web page product evaluation Web page product purchase		
<b>Cost Structure</b> Labour Taxes Advertising Communications Web hosting Email marketing Content creation Pay per click ads		Manufacturer product costs Product delivery costs <i>No product handling</i>		<b>Revenue Streams</b> Product sales Sale price - product price - freight <i>Higher margins possible</i>	

## Dropshipping Ecommerce Business Model Example Attributes

Regular Ecommerce website. Order gets fulfilled by the supplier/manufacturer direct to the customer. No local inventory required. Suppliers and customers can be global.

### **Value Proposition**

Latest products, exclusive products, online ordering, digital payments, global product supply, manufacturer to customer direct sales

### **Customer Relationships**

Order online & delivery included, customer website interactions, social media interactions, email contact

### **Channels**

Website, email marketing, social media following, Internet text search, Internet image search, pay per click PPC ads, web page product awareness, web page product evaluation, web page product purchase

### **Customer Segments**

Mass market, niche market, retail, online client, global customers

### **Key Activities**

Sales, marketing, online sale to supplier ordering, order fulfilment tracking email, drop-ship product selection to sell

### **Key Resources**

Sales data, customer data, automation systems, website analytics, website

### **Key Partners**

Component suppliers, cloud software providers, drop-ship suppliers, payment gateway provider

### **Cost Structure**

Labour, taxes, advertising, communications, web hosting, email marketing, content creation, pay per click PPC ads, manufacturer product costs, product delivery costs, *No product handling*

### **Revenue Streams**

Product sales, sale price – product price – freight, *Higher margins possible*

Kindle Direct Publishing (KDP) Advanced Business Model Canvas				Key Attributes: Have    Want	
<b>Key Partners</b> Amazon marketplace <i>Outsourced writers</i>	<b>Key Activities</b> Production Sales Marketing Book writing yourself <i>Outsourced book writing</i>	<b>Value Proposition</b> Quick service Quick delivery Convenient Customer feel better Digital delivery Online ordering Digital payments Amazon marketplace Digital Kindle books Book print on demand	<b>Customer Relationships</b> Customer website interactions Social media interactions In book links Amazon recommendation emails	<b>Customer Segments</b> Mass market Online members Global retail sales <i>Author followers</i>	
	<b>Key Resources</b> People Sales data Efficient processes Amazon global distribution Amazon publishing on demand		<b>Channels</b> Email marketing Social media following eBook Internet text search Web page product awareness Amazon marketplace Amazon search Book to book referrals		
<b>Cost Structure</b> Labour Taxes Communications Web hosting Email marketing Content creation Photos, video, audio, illustrations <i>Outsourced writers</i>		Amazon publishing fees Royalties fees		<b>Revenue Streams</b> Product sales Digital products Book sales Kindle digital book sales <i>Book series sales</i>	



## Kindle Direct Publishing (KDP) Business Model Example Attributes

Write 30+ page eBooks in Word with cover artwork to Amazon Kindle. eBooks can have global sales on Amazon website. Higher margin paperbacks can be print on demand. Create product once and sell multiple times globally. eBooks can have links to websites and other books.

### **Value Proposition**

Quick service, quick delivery, convenient, customer feel better, digital delivery, online ordering, digital payments, Amazon marketplace, digital Kindle books, book print on demand

### **Customer Relationships**

Customer website interactions, social media interactions, in book links, Amazon recommendation emails

### **Channels**

Email marketing, social media following, eBook, Internet text search, Web page product awareness, Amazon marketplace, Amazon search, book to book referrals

### **Customer Segments**

Mass market, online members, global retail sales, Author followers

### **Key Activities**

Production, sales, marketing, book writing yourself, outsourced book writing

### **Key Resources**

People, sales data, efficient processes, Amazon global distribution, Amazon publishing on demand

### **Key Partners**

Amazon marketplace, outsourced writers

### **Cost Structure**

Labour, taxes, communications, web hosting, email marketing, content creation, photos, video, audio, illustrations, outsourced writers, Amazon publishing fees, Royalties fees

### **Revenue Streams**

Product sales, digital products, book sales, kindle digital book sales, book series sales

*Books can be a low-ticket sale to further sales on your website via a link such as book associated Workbook, Video series, Audio series, course, coaching, other books, software, done for you services...*

YOUR		Advanced Business Model Canvas			Key Attributes: Have <i>Want</i>	
Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments		
	Key Resources		Channels			
Cost Structure			Revenue Streams			

## Business Model Canvas Resources

Business Model Examples – General business model canvas examples. <https://www.matthewb.id.au/business-model-example/>

Progressive Business Model Examples – Advanced business model canvas examples. <https://www.matthewb.id.au/business-model-canvas-examples/>

17 city level Business Models Examples - <https://www.matthewb.id.au/b/17-types-of-business-models-in-cities.html>

Business Model Creator – Create your business model canvas online. Image and text output. <https://www.matthewb.id.au/business-model/>

Customer Segment Research Tool - Niche in, 20+ custom links out to reach customer avatar - <https://www.matthewb.id.au/customer/>

Business Keyword Analysis - Secret Business Keywords Strategy to More Customer Growth - <https://www.matthewb.id.au/keywords/>

New Customers Secrets Framework - The 6-Step New Customers System - <https://www.matthewb.id.au/new-customer-secrets/>

The Accelerating Business Results System - My 12 Step Strategy For Creating Business Sustainability - <https://www.matthewb.id.au/accelerating-business-results/>

6 Free Training Workshops <https://onlinetransformstar.com/> Backlinks, Email Marketing, Sales Funnels, Influencer Marketing, Affiliate Marketing, Facebook Ads

Done for you Services. <https://www.matthewb.id.au/services/>

Contact: [matthew.bulat@gmail.com](mailto:matthew.bulat@gmail.com)

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