



اَبُو سَيِّدِي تَيْكُونُ لَوِيحِي مَبَارَا
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MARA

BUSINESS MODEL CANVAS (BMC)

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1.0 INTRODUCTION

In New Product Development, I had built a product that could turn residual foods or food waste into nutrient soil amendments. This machine is called "Smart Compose Machine".

The Business Model Canvas is a conceptual tool for explaining the different elements of how an organization operates. It shows what my business is doing, for and with whom, the tools it needs to do that, and how money moves within and outside this business. This can be used when constructing new models or when evaluating existing models.

The canvas is divided into nine various elements. This consists of key resources, key activities, key partners, customer relationships, customer segments, value proposition, distribution channel, cost structure and revenue stream. The advantage of the Canvas Business Model is that it is not a linear description. This allows clearing of the impact of changes in one region, making it easier to play around with improvements to current or future models. In this report, I will explain what each could describe in the context of an arts and cultural context.

Business Model Canvas (BMC)

The Business Model Canvas (BMC) is a strategic management tool designed to identify and communicate a business idea or concept quickly and easily.

