



اَوْبَهُوْ سَيِّدِي تَيْكُونُ لَوْ كِي مَارَا
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BUSINESS MODEL CANVAS

EASY HOT WATER

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1.0 INTRODUCTION

Business Model Canvas is a lean start up and strategic management template used to develop new business models where a visual chart is used. The visual chart contains elements that describe a product's or a firm's value propositions, infrastructure, customers and finances. These assists the company or the business in aligning their activities by illustrating potential trade-offs (Wikipedia Contributors, 2019). The business model canvas of the product Easy Hot Water is constructed where the fundamental elements of the product is defined in a coherent way. The business model canvas consists of value propositions of the product, the infrastructure of the product discussing the key activities, key resources and key partners, customers of the products through customer relationships, distribution channels and customer segments, and lastly the finances of the product through its cost structure and revenue streams. This canvas allows us to comprehend on how to make an idea into a business as well as enables us to further understand the business.