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اَوْنِيُوْرَسِيْتِيْ بِاْتِيَكْنُوْلُوْ كِيْ بِاْمَارَا
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MARA

**MODEL BUSINESS CANVAS
MINI THERMAL FLASK**

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1. INTRODUCTION

Business model canvas is a vital administration and lean startup format for growing new or recording existing business models. It is a visual diagram with components depicting a companies or item's offer, framework, clients, and finances. It helps firms in adjusting their exercises by showing potential exchange offs.

The nine "building block" of the plan of action structure format that came to be known as the Business Model Canvas were at first proposed in 2005 by Alexander Osterwalder dependent on his previous work on plan of action ontology. Since the arrival of Osterwalder's work around 2008, new canvases for explicit specialties have showed up.

Formal portrayals of the business become the structure hinders for its exercises. Various business conceptualizations exist. Osterwalder's 2004 thesis and coauthored 2010 book propose a solitary reference model dependent on the likenesses of a wide scope of plan of action conceptualizations. With his plan of action structure layout, a venture can without much of a stretch depict its plan of action. Osterwalder's canvas has nine boxes, which is key partner, key activities, key resources, value proposition, customer relationship, customer segment, distribution channel, cost structure and revenue stream.

The advantages of business model canvas is a look at the essential. With the business model canvas generally have a review of what business plan of action truly is. It additionally shows which exercises are not all that significant or even substitute the method of the objective. Since the business model canvas view of the essentials perspective on the basics, can additionally improve your plan of action.

Besides that, structured presentation. Business model canvas brings business thought into an unmistakable organized structure. This has the bit of leeway that others can rapidly comprehend and talk about plan of action. The business model canvas, offers an outline of business thought from each point of view. Along these lines, for instance, controlling, the system office or the board rapidly get precisely the data that is critical to them.

2. THE BUSINESS MODEL CANVAS

