

KULIAH TAMU

Tema : Business Model Canvas di Dunia Pariwisata

LIVE WEBINAR

(Mahasiswa yang sedang mengambil MK, KIKWU dan KWU
Berbasis Kimia diwajibkan mengikuti kuliah umum ini)

NOVEMBER 25

START 8 PM

Stream at zoom
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PW : CHEMYSTRY

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Direktur Utama TKL Ecopark



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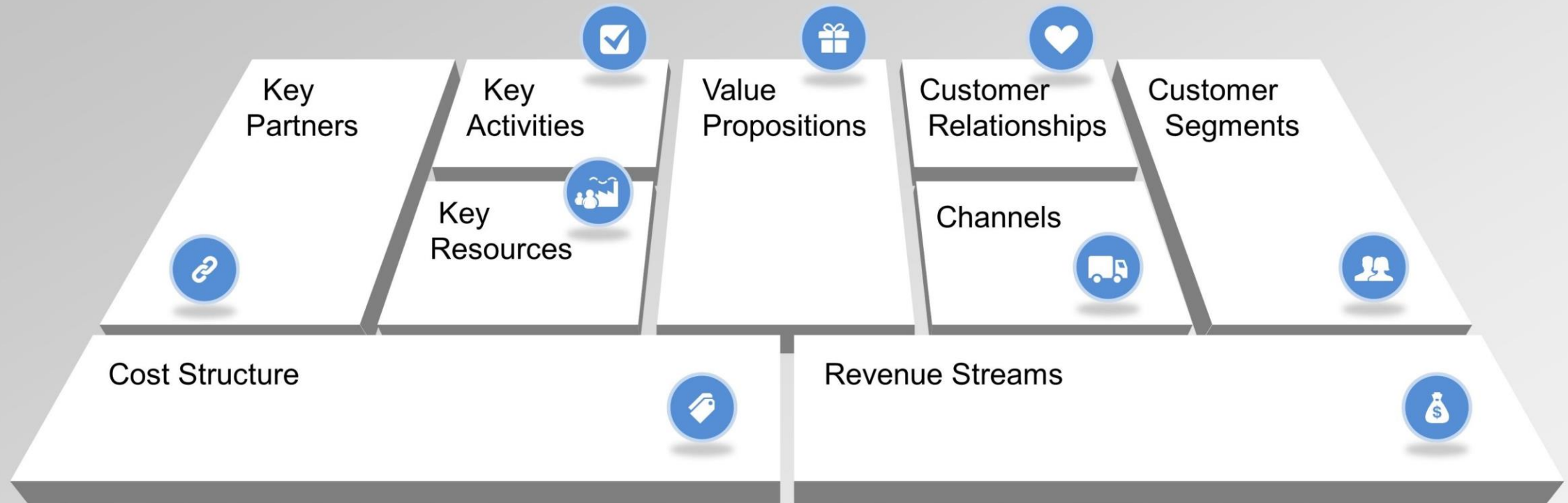
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What is BMC ?

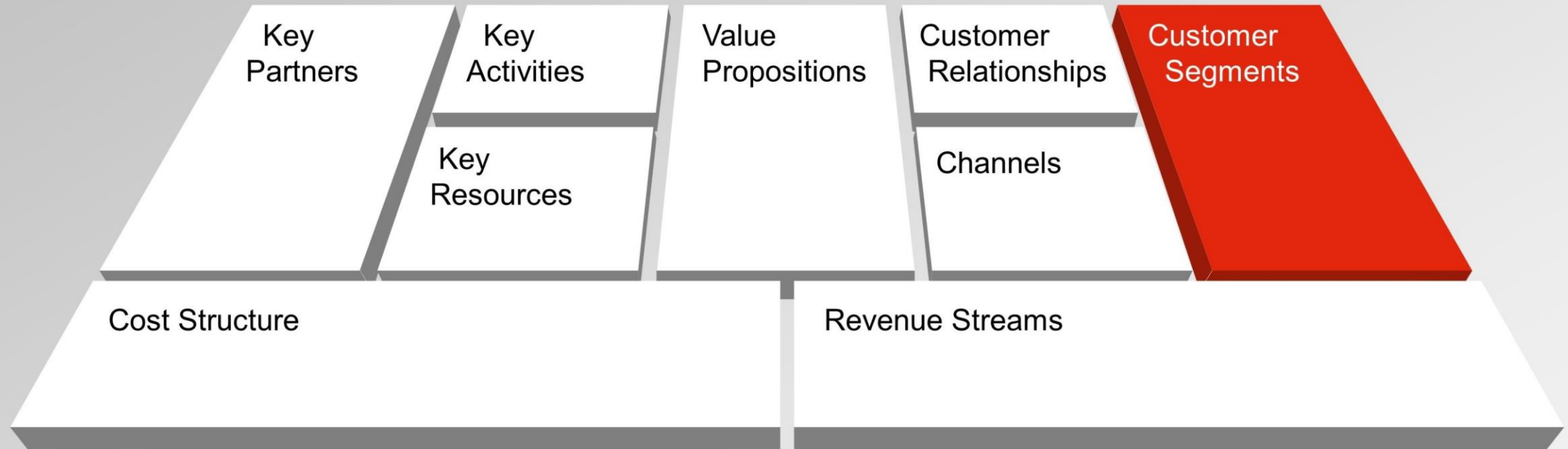
Based on the work of Alexander Osterwalder, a **Business Model Canvas**, or **BMC** for short, **is a diagram used to visualize a business model; it allows structured organization and a quick method of evaluation and reflection on the effectiveness of a Business Model**



3D Business Model Canvas



3D Business Model Canvas

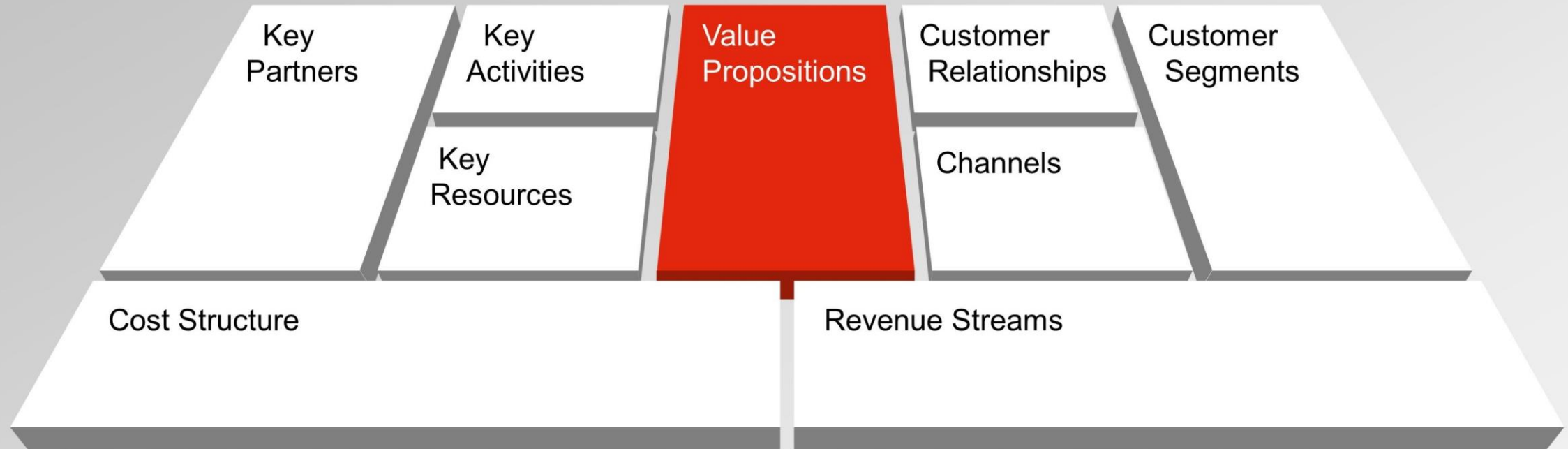


Who you help ?

-
- Are the groups of people and/or organizations a company or organization aims to reach and create value for with a dedicated Value Proposition



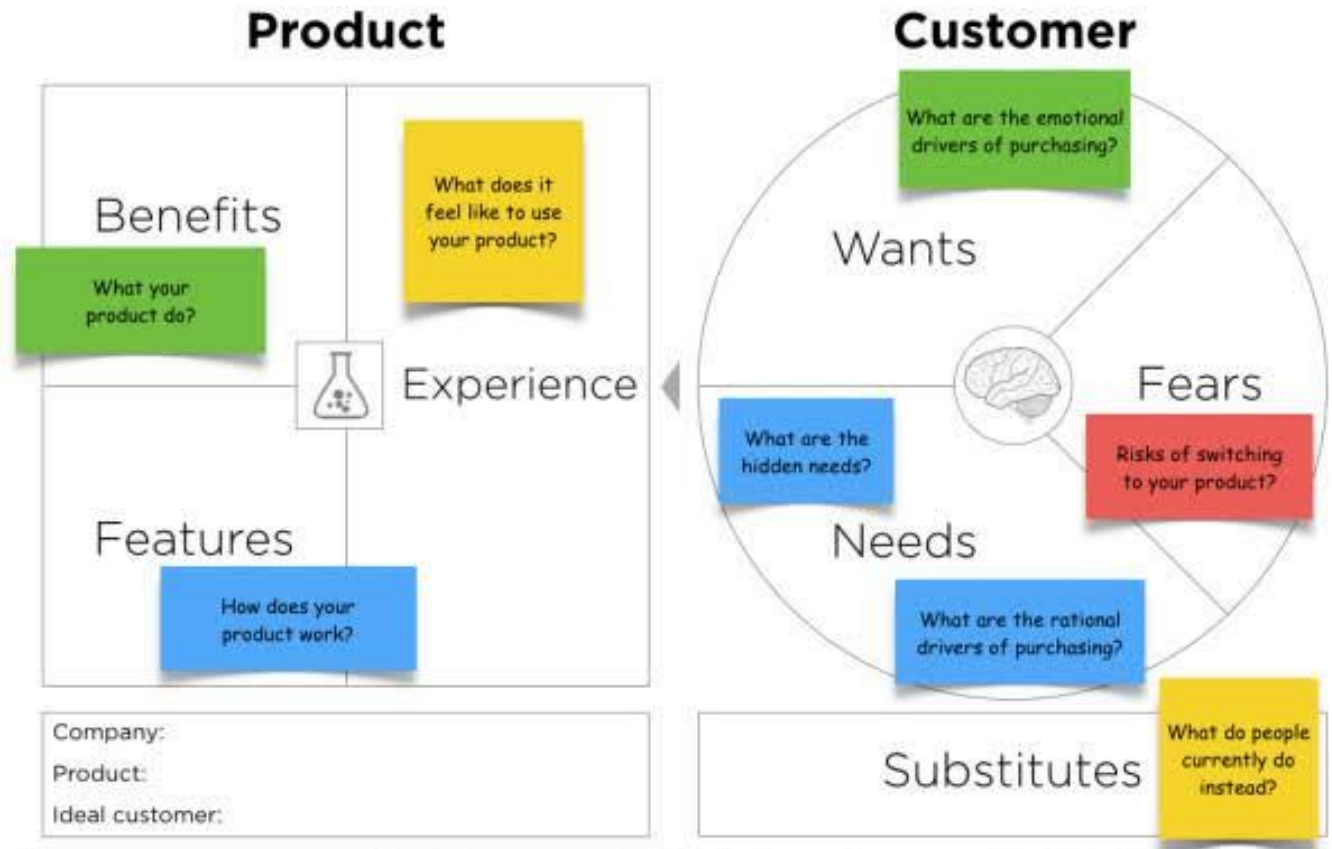
3D Business Model Canvas



How you help ?

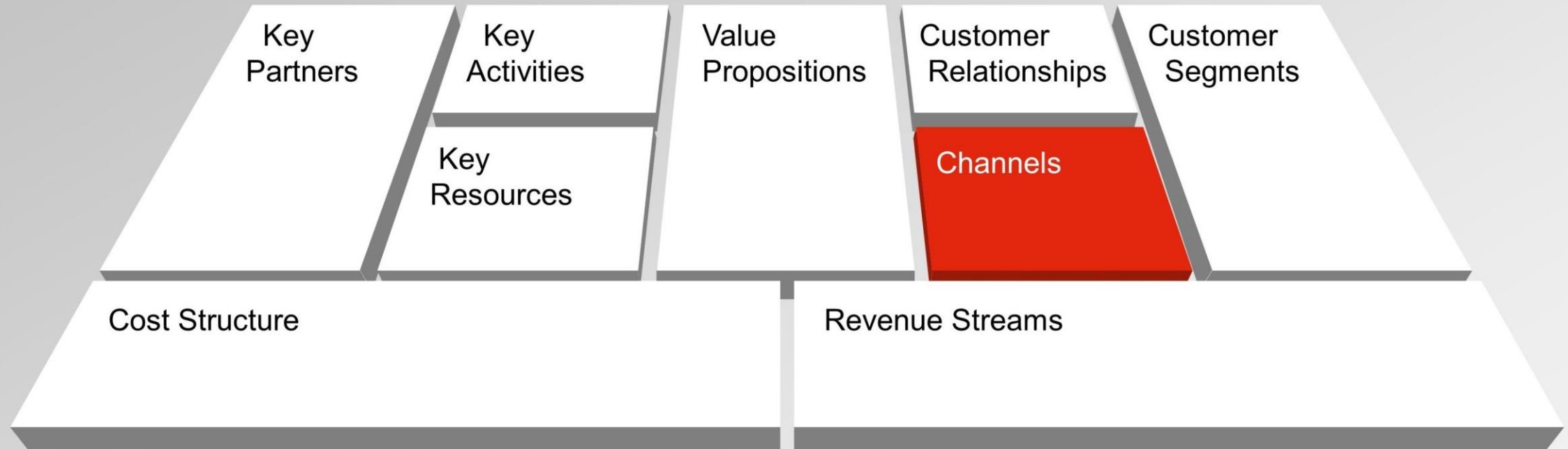
Are based on a bundle of products and services that create value for a Customer Segment

Value Proposition Canvas



Based on the work of Steve Blank, Clayton Christensen, Seth Godin, Yves Pigneur and Alex Osterwalder. Released under creative commons license to encourage adoption and iteration. No rights asserted.

3D Business Model Canvas



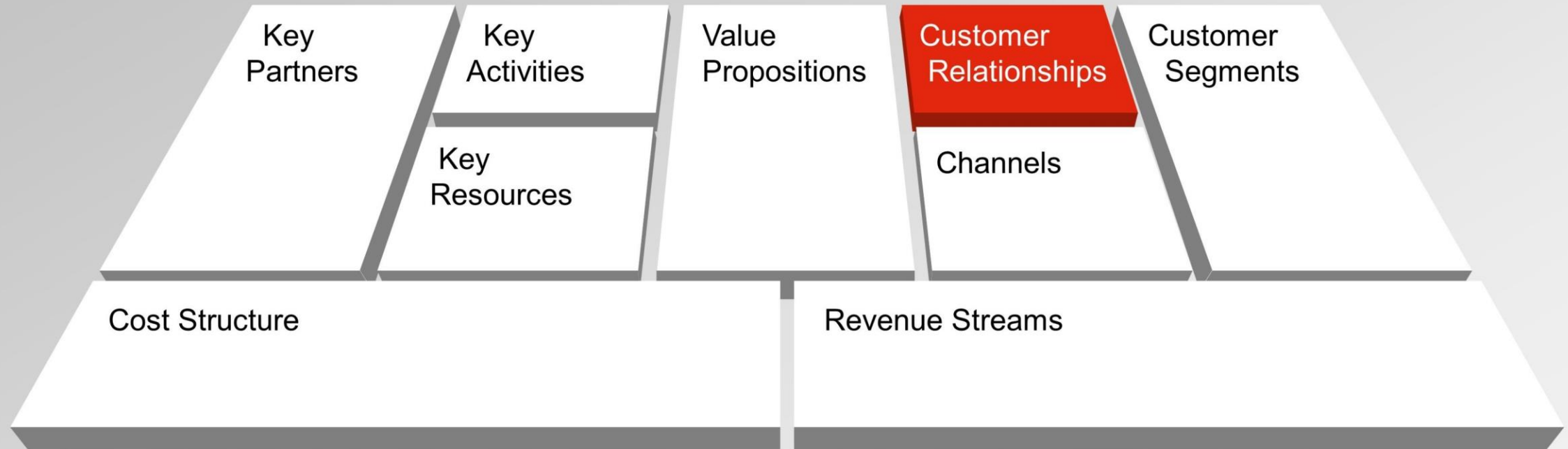
CHANNELS



How they know you and how you deliver ?

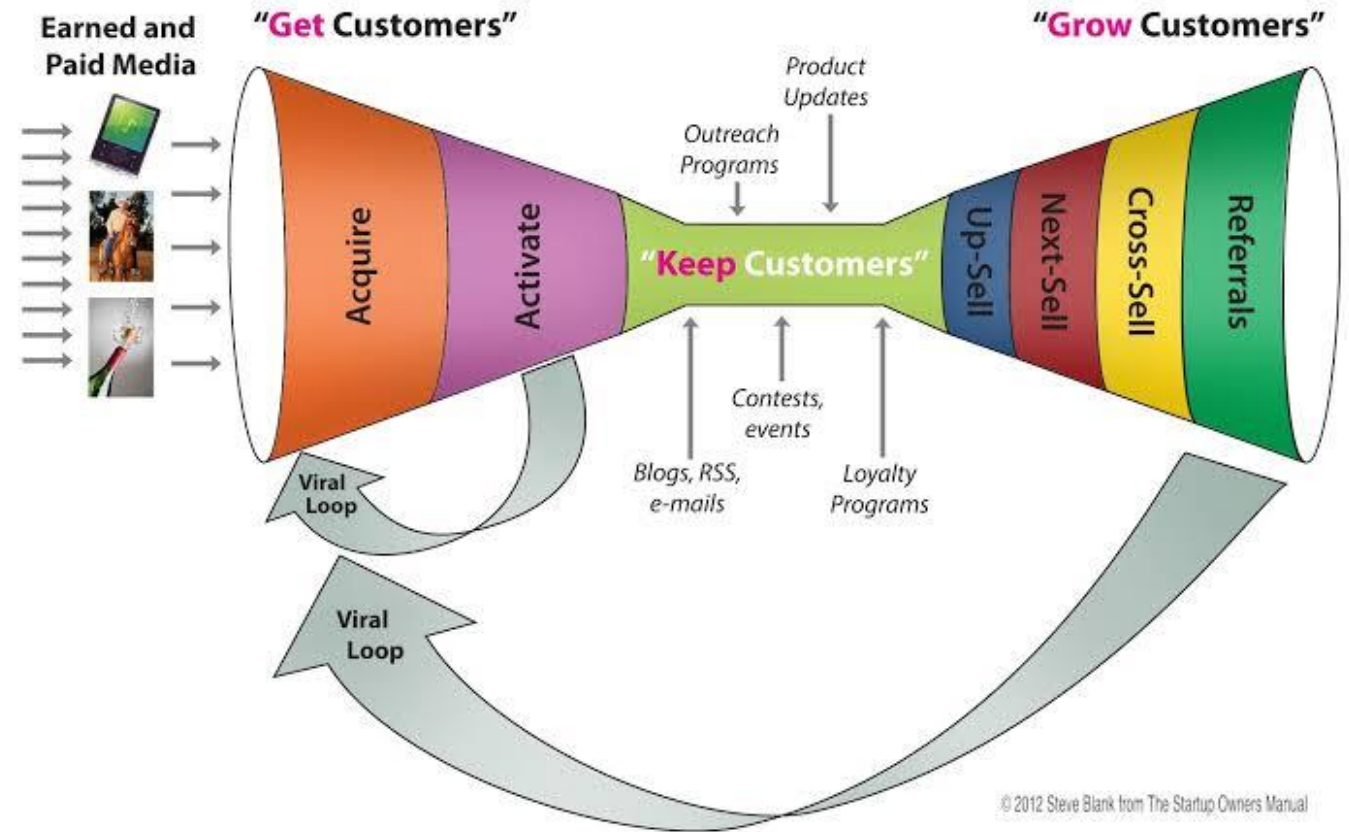
- Describe how a value Proposition is communicated and delivered to a customer Segment through communication, distribution, and sales channel

3D Business Model Canvas

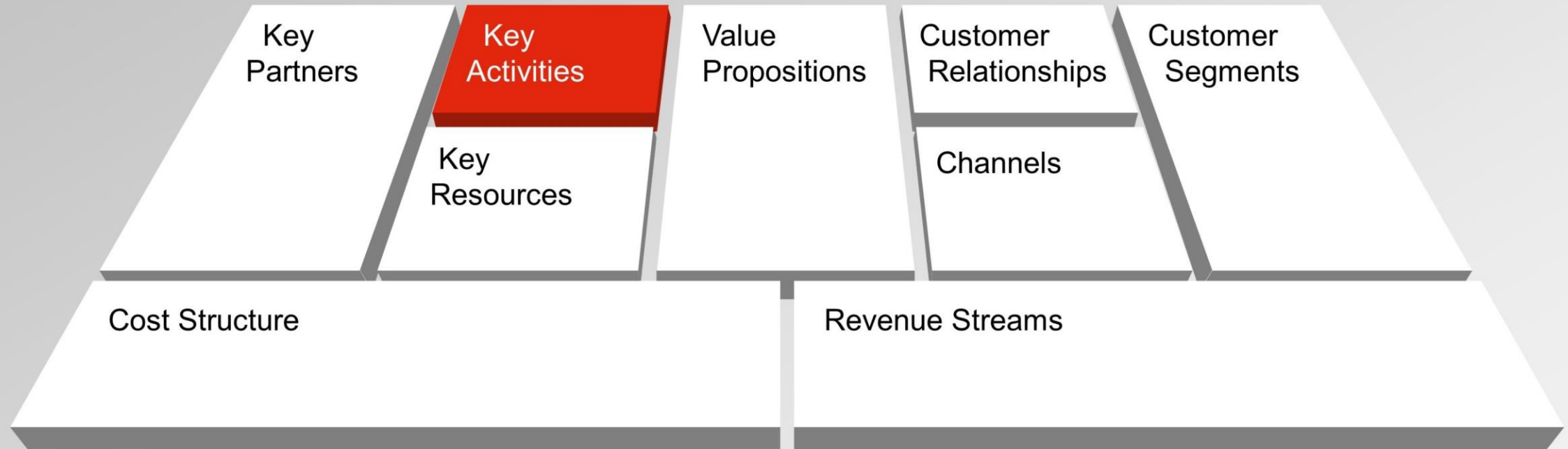


How you interact ?

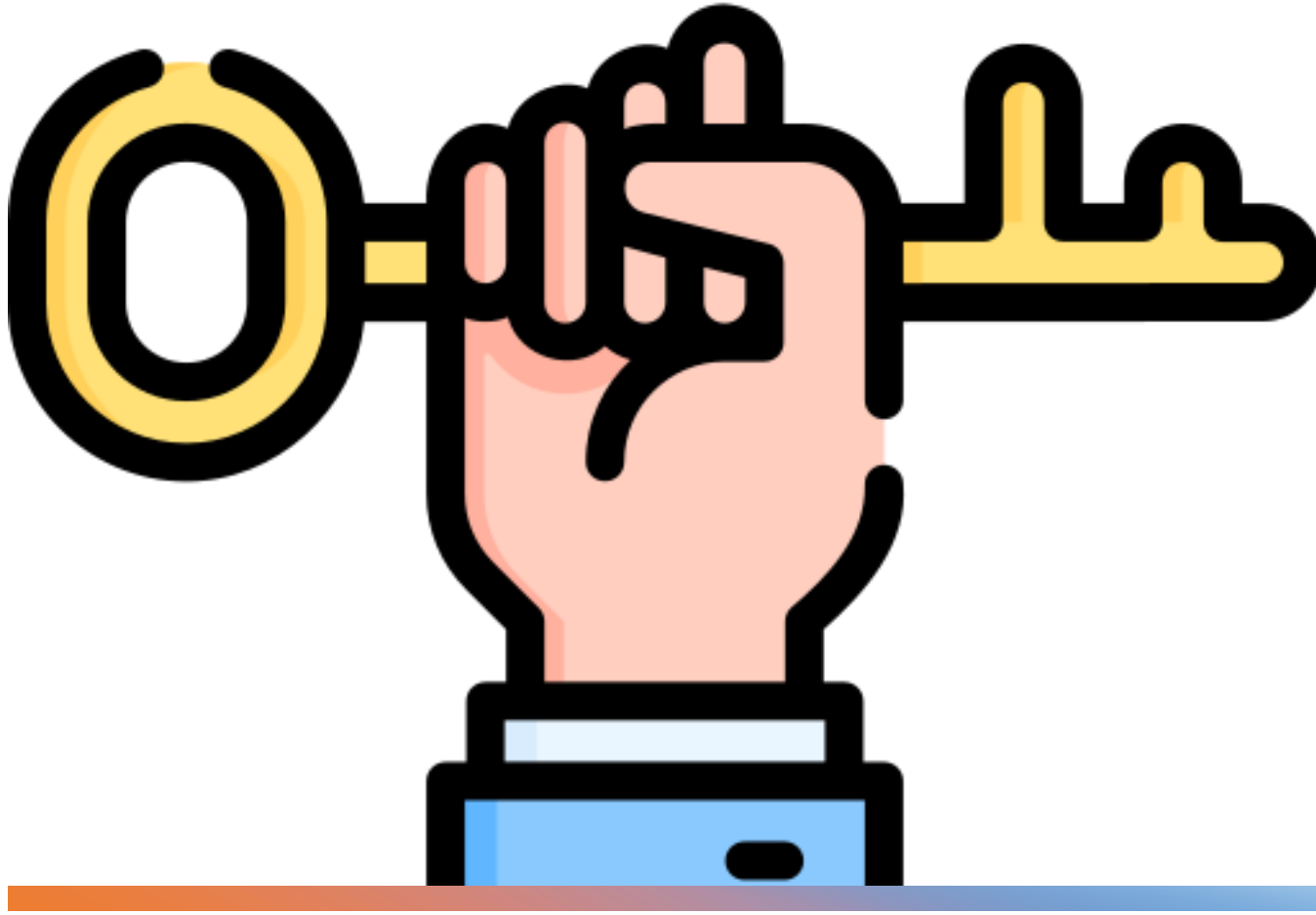
- Outline what type of relationship is established and maintained with each Customer Segment, and they explain how customers are acquired and retained



3D Business Model Canvas

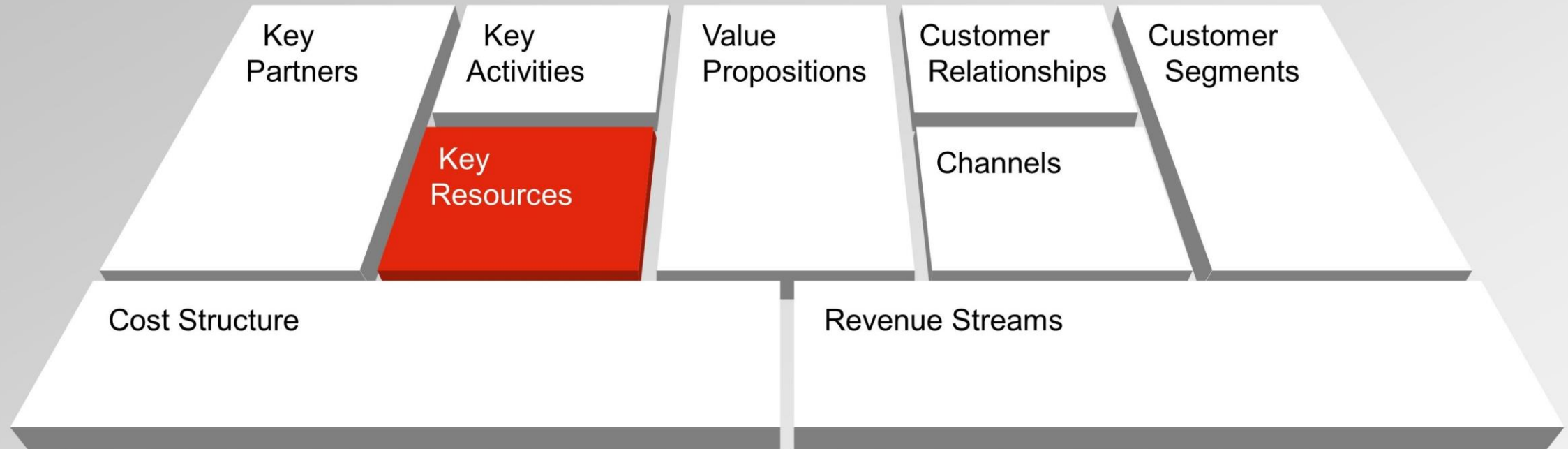


What you do ?



- The most important activities an organization needs to perform well

3D Business Model Canvas

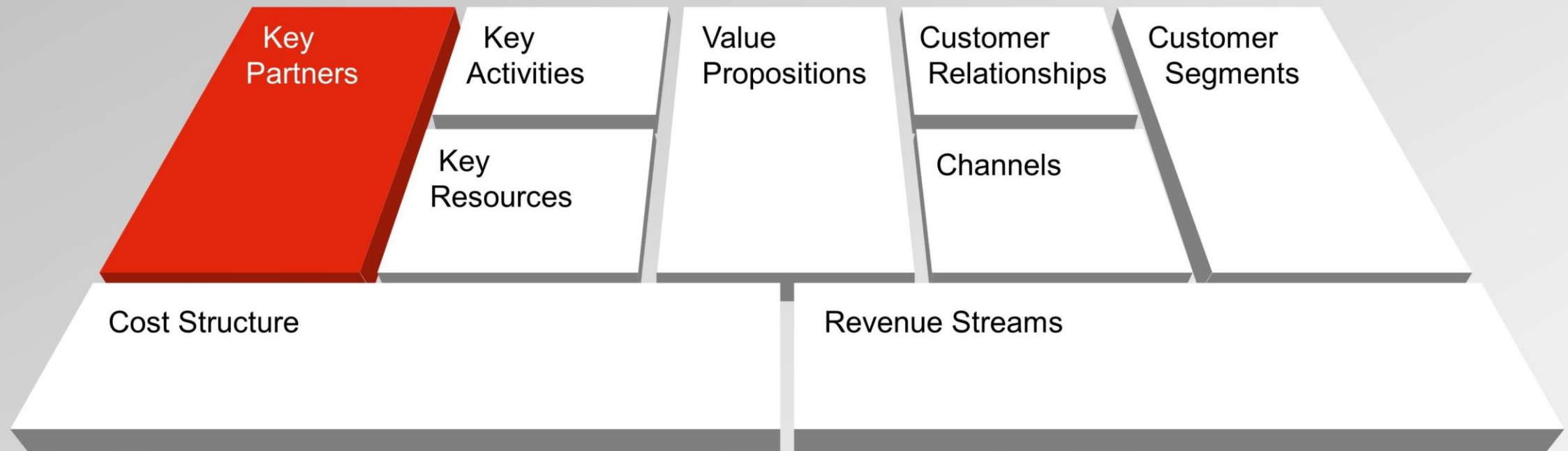


Who you are and
what you have ?

- The most important assets required to offer and deliver the previously described elements.



3D Business Model Canvas

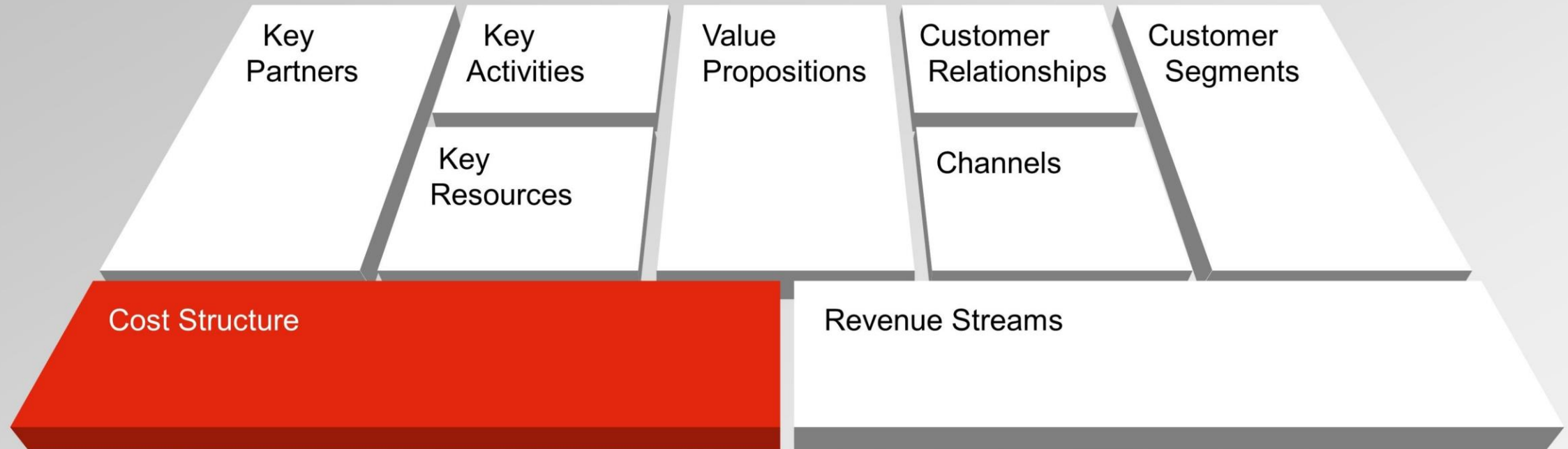


Who help you ?

Shows the network of
suppliers and partners that
bring in external resources
and activities



3D Business Model Canvas

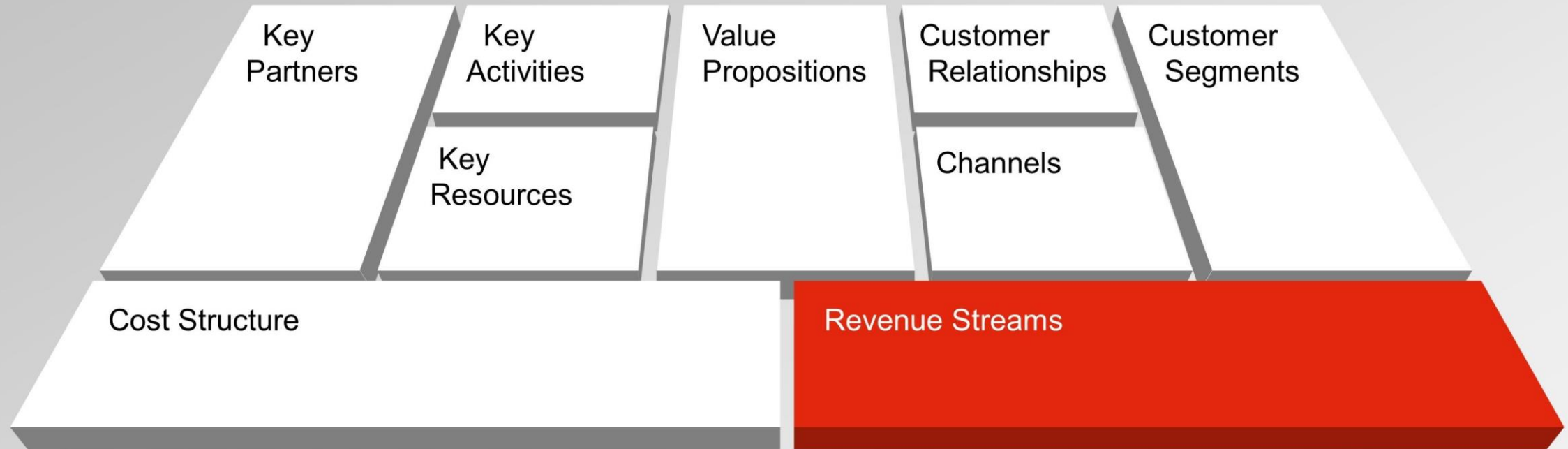


What you
give ?



- Describe all costs incurred to operate a business model

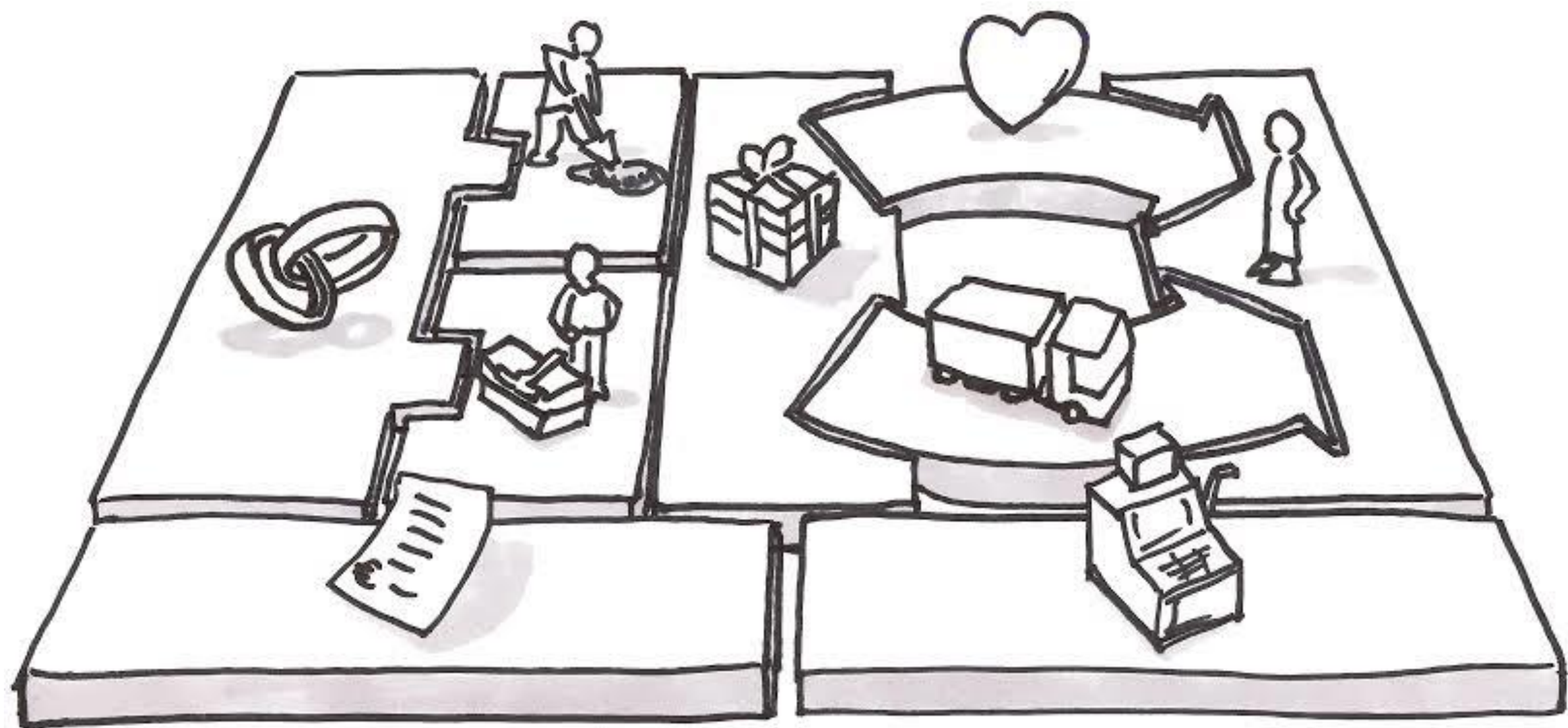
3D Business Model Canvas



What you get ?

- Result from a Value Proposition successfully offered to a Customer Segment
- It is how an organization captures value with a price that customers are willing to pay

Profit is calculated by subtracting the total of all costs in the cost structure from the total of all revenue streams



Thank
you!