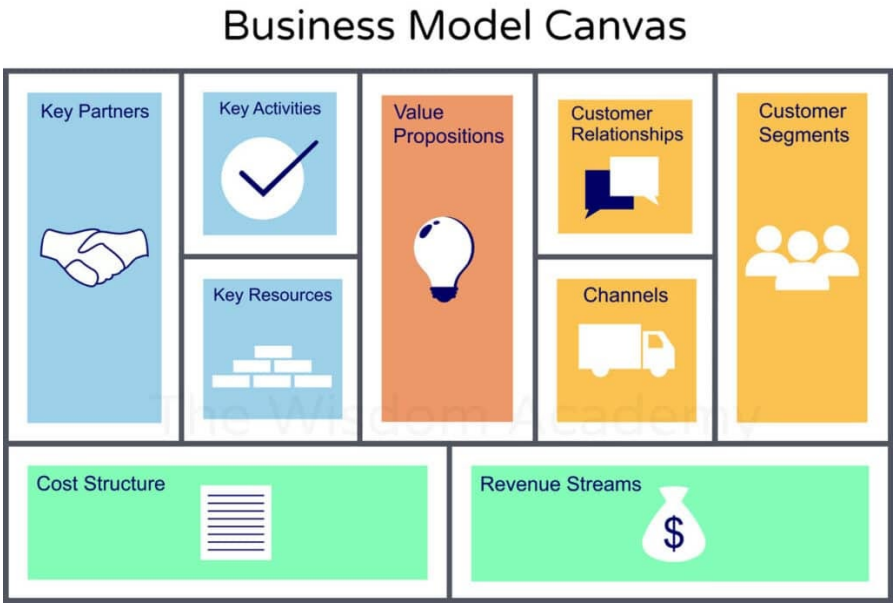
TASK DETAILS	
Title	**DEVELOPING A BUSINESS MODEL CANVAS (BMC)**
Type	TEAM
Activity Stage	BUSINESS PLANNING
Department	ALL DEPARTMENT
Duration	1x SESSION, 1 LESSON HOUR

LEARNING OBJECTIVE	OUTPUT
•	Company's Business Model Canvas

INTRODUCTION

The Business Model Canvas (BMC) is a visual framework that helps companies design, analyze, and communicate their business models effectively. The BMC consists of nine key elements covering critical aspects of business operations, from customer segments to cost structure. According to Harvard Business Review, the BMC encourages strategic thinking and helps companies understand how each business component interacts with others.

No	ACTIVITY
1	**Explaining the Elements of the Business Model Canvas** The facilitator introduces the nine elements of a company's Business Model Canvas:  1. **Key Partners:** Partners essential for the business's success. 2. **Key Activities:** Core activities required to deliver the value proposition. 3. **Key Resources:** Key assets needed to run the business. 4. **Value Propositions:** The unique value offered to customers. 5. **Customer Relationships:** The types of relationships the company establishes with customers. 6. **Channels:** How the company reaches and serves its customers. 7. **Customer Segments:** The groups of customers targeted by the product/service, each with unique needs, preferences, and characteristics. 8. **Cost Structure:** All costs involved in operating the business model.

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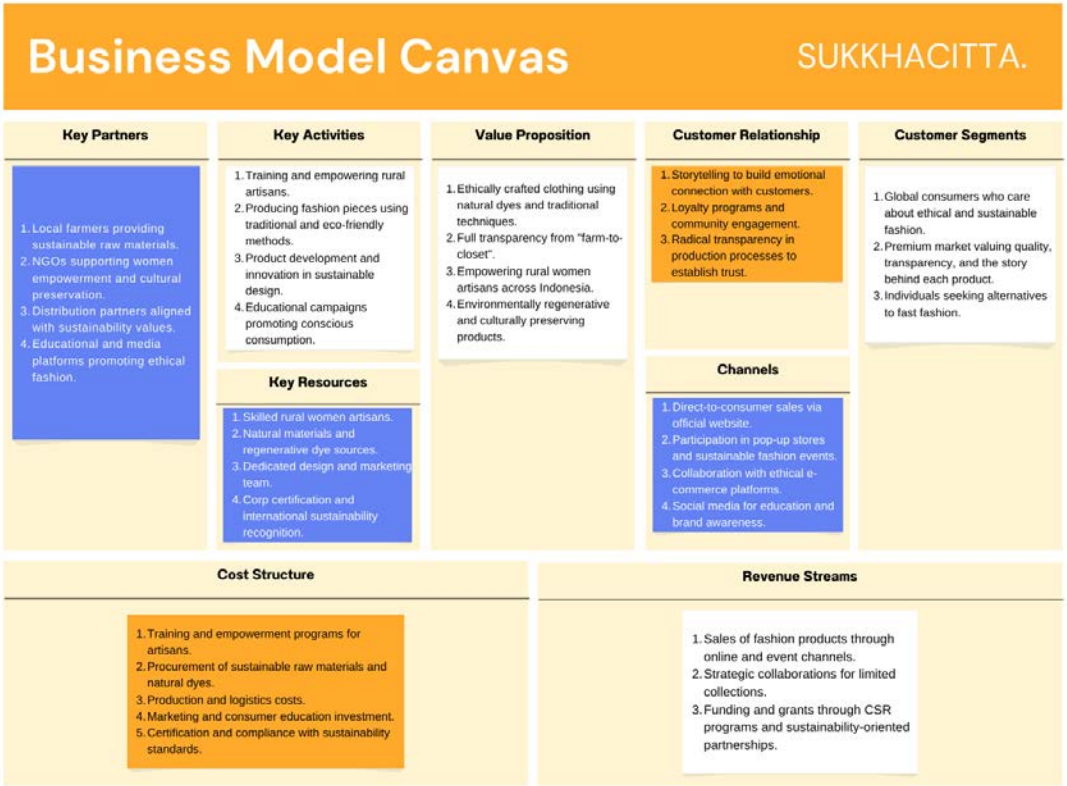
	9. **Revenue Streams:** How the company generates income from each customer segment.
2	**Providing Real-World Examples** The facilitator shares real examples for each element to help students better grasp the concepts. An example given is the business model canvas of a sustainability-focused company called **SukkhaCitta**. 
3	**Group Discussion and Canvas Completion** Once the elements are understood, the facilitator divides students into groups to discuss and complete each section of the canvas. Each department (Marketing, Finance, HR, Production, R&D) is responsible for specific elements relevant to their roles. For instance: • **Marketing Department:** Customer Segments, Channels, Customer Relationships • **Finance Department:** Revenue Streams, Cost Structure • **HR & Production Departments:** Key Resources, Key Activities, Key Partners
4	**Group Presentation** After departmental work, the facilitator guides a cross-department discussion to collaboratively develop a Value Proposition that aligns with the team's capabilities and market needs. After discussions are complete, each team presents their version of the BMC. The facilitator may use a printed BMC template on a board or digital tools such as Miro or Canva for the presentation.

REFERENCE

1. Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation*. Wiley.
2. Harvard Business Review: What is a Business Model?
3. SukkhaCitta Official Website – www.sukkhacitta.com

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TASK TEMPLATE

1. Business Model Canvas - LINK

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