

Business Model Canvas 2020

Luisa Wagner

Handbook of Research on Emerging Business Models and the New World Economic Order Saiz-Alvarez, Jose Manuel, 2021-10-15 The COVID-19 pandemic is causing a radical change in both the economic and business paradigms that have ruled countries for decades. Emerging models are leading to a new world economic order predictably led by China and the United States. New forms of organization, new ways of working remotely, the strengthening of some industries to the detriment of others, and the supremacy of technology to be able to work are going to change the economies as we know them today. The Handbook of Research on Emerging Business Models and the New World Economic Order offers strategies, economic policies, social, economic, and political trends that will affect organizations to increase their efficiency and labor productivity and change the world's business and financial structures. This book forecasts future business changes and prospective models, structural or not, for guiding the survival of small and medium enterprises (SMEs), multinationals, family firms, entrepreneurs, and NGOs in the post-COVID-19 era. Covering topics such as business model creation, global sustainable logistics 4.0, and social and solidarity economy, this text is essential for economists, entrepreneurs, managers, executives, family firms, SMEs, business professionals, policymakers, students, researchers, practitioners, and academicians.

Digital Business Models in Industrial Ecosystems Kai-Ingo Voigt, Julian M. Müller, 2021-10-20 In recent years, digital business models have frequently been the subject of academic and practical discourse. The increasing interconnectivity across the entire supply chain, which is subsumed under the term Industry 4.0, can unlock even farther-reaching potentials for digital business models, affecting entire supply chains and ecosystems. This book examines the specific challenges and obstacles that supply chain and ecosystem management poses with regard to the development of digital business models. The top-quality contributions gathered here focus on the successful implementation of Industry 4.0 in digital business models for industrial organizations in a European context, making the book a valuable asset for researchers and practitioners alike.

The Routledge Companion to Corporate Branding Oriol Iglesias, Nicholas Ind, Majken Schultz, 2022-04-28 This companion is a prestige reference work that offers students and researchers a comprehensive overview of the emerging co-created, multi-stakeholder, and sustainable approach to corporate brand management, representing a paradigm shift in the literature. The volume contains 30 chapters, organised into 6 thematic sections. The first section is an introductory one, which underscores the evolution of brand management thinking over time, presenting the corporate brand management

field, introducing the current debates in the literature, and discussing the key dimensions of the emerging corporate brand management paradigm. The next five sections focus in turn on one of the key dimensions that characterize the emerging approach to corporate brand management: co-creation, sustainability, polysemic corporate narratives, transformation (history and future) and corporate culture. Every chapter provides a deep reflection on current knowledge, highlighting the most relevant debates and tensions, and offers a roadmap for future research avenues. The final chapter of each section is a commentary on the section, written by a senior leading scholar in the corporate brand management field. This wide-ranging reference work is primarily for students, scholars, and researchers in management, marketing, and brand management, offering a single repository on the current state of knowledge, current debates, and relevant literature. Written by an international selection of leading authors from the USA, Europe, Asia, Africa, and Australia, it provides a balanced, authoritative overview of the field and convenient access to an emerging perspective on corporate brand management.

Teaching Entrepreneurship, Volume Two Heidi M. Neck, Candida G. Brush, Patricia G. Greene, 2021-04-30 Building on the success of the first volume of Teaching Entrepreneurship, this second volume features new teaching exercises that are adaptable and can be used to teach online, face to face or in a hybrid environment. In addition, it expands on the five practices of entrepreneurship education: the practice of play, the practice of empathy, the practice of creation, the practice of experimentation, and the practice of reflection.

International Business Development Ludwig Martin, 2021-07-01 This textbook offers theories, terminology, common approaches and current issues in international business development. It covers the full range from strategic considerations to setting up supply chains and sales channels in a globalized world. In addition, a closer look into issues of social responsibility and cultural aspects of international business is presented. A particular feature is the focus on Business to Business contexts of international management. The authors with their varied backgrounds from academia as well as industry offer insights into topics such as (frugal) innovation, legal aspects of launching products internationally, ecosystem evaluations, market assessments, political coverage for international ventures, project management standards, sales approaches as well as digital communication. Case studies illustrate the theoretical content. Early career practitioners will find this book to be a good resource. This textbook has been recommended and developed for university courses in Germany, Austria and Switzerland.

Innovation and Resource Management Strategies for Startups Development Baporikar, Neeta, 2024-02-26 In business, success hinges not only on individual performance but on the vitality of the broader ecosystem in which a company operates. However, crafting a thriving ecosystem alone is not enough to ensure success. Equally vital is the ability to manage relationships within this ecosystem effectively, harnessing its potential to enhance overall performance. Moreover, startups face the daunting challenge of scalability, a pivotal factor in long-term sustainability. Yet, achieving scalability often proves elusive due to complexities in resource management and ecosystem development. Innovation and Resource Management

Strategies for Startups Development is a comprehensive solution to the pressing issues of resource management, ecosystem development, and startup scalability. This unique reference book delves deep into these critical aspects, offering a wealth of ideas, case studies, and best practices alongside thorough theoretical analysis. We recognize the undeniable influence of resource management and ecosystems on startup scalability, and our objective is to enhance understanding in this domain. By examining the powerful concepts that have shaped development policy and dissecting the role of resource management and ecosystem development in current discourse, our book provides the necessary insights to identify inefficiencies and facilitate startup scalability. It goes beyond mere theory, fostering collaborative strategies among resources, ecosystems, and startups on a global scale, ultimately contributing to social and economic development.

Organizing for Sustainability Jan Jonker, Niels Faber, 2021-07-19 This upper-level Open Access textbook aims to educate students and professionals on how to develop business models that have a positive impact on people, society, and the social and ecological environment. It explores a different view of how to organize value creation, from a focus on an almost exclusively monetary value creation to one that creates positive impact through multiple values. The book offers students and entrepreneurs a structured approach based through the Business Model Template (BMT). It consists of three stages and ten building blocks to facilitate the development of a business model. Users, be they students or practitioners, need to choose from one of the three offered business model archetypes, namely the platform, community, or circular business models. Each archetype offers a dedicated logic for value creation. The book can be used to develop a business model from scratch (turning an idea into a working prototype) or to transform an existing business model into one of the three archetypes. Throughout the book extra sources, links to relevant online video clips, assignments and literature are offered to facilitate the development process. This book will be of interest to students studying the development of business models, sustainable management, innovation, and value creation. It will also be of interest executives, and professionals such as consultants or social entrepreneurs seeking further education.

Personal Data-Smart Cities: How cities can Utilise their Citizen's Personal Data to Help them Become Climate Neutral Shaun Topham, Paolo Boscolo, Michael Mulquin, 2023-05-01 This book sets out to address some of the issues that a smart city needs to overcome to make use of both the data currently available to them and how this can be enhanced by using emerging technology enabling a citizen to share their personal data, adding value. It provides answers for those within a smart city, advising their mayors or leaders on introducing new technology. We will cover the topic so as to enable many different public officials to be able to understand the situation from their own perspective, be they lawyers, financial people, service providers, those looking at governance structures, policy makers, etc. We are contributing to the new model for the European Data Economy. Case studies of existing best practice in the use of data are augmented with examples of embracing a citizen's personal data in the mix, to enable better services to develop and potential new revenue streams to occur. This

will enable new business models and investment opportunities to emerge. We will address the topic of how to put a value on data and will conclude by looking at what new technologies will be emerging in the coming years, to help cities with carbon-neutral targets to have more chance of succeeding.

Designing the Future of E-Commerce. A Conceptual Business Model for Sustainability through "PlanetPioneer" in Malaysia Fabian Schreiner, 2024-04-03 Seminar paper from the year 2023 in the subject Business economics - Business Management, Corporate Governance, grade: 1,0, Asia Pacific University of Technology and Innovation, course: E-Business Management, language: English, abstract: Explore the innovative intersection of technology and sustainability through PlanetPioneer, a visionary conceptual e-commerce platform designed to transform Malaysia's digital marketplace. This detailed analysis delves into how PlanetPioneer leverages digital innovation to promote environmental stewardship, emphasizing the critical role of sustainable business models in the modern economy. By integrating eco-friendly practices such as recycling and upcycling into its operations, PlanetPioneer not only challenges traditional e-commerce models but also sets a new standard for sustainable consumerism. This study provides key insights into the effectiveness of green marketing strategies and the implementation of circular economy principles, offering valuable lessons for businesses aiming to combine profitability with environmental responsibility. Whether you are an entrepreneur, a policymaker, or simply someone interested in the future of e-commerce and sustainability, this work presents a compelling blueprint for harmonizing economic growth with ecological preservation.

Das Business Model Canvas. Entwicklung eines Geschäftsmodells für den Bereich Musikfilm/Musicals, 2022-01-17 Studienarbeit aus dem Jahr 2021 im Fachbereich BWL - Unternehmensgründung, Start-ups, Businesspläne, Note: 1.7, , Veranstaltung: Digitale Business Modelle, Sprache: Deutsch, Abstract: In dieser Fallstudie wird ein großes fiktives Unternehmen behandelt, welches in der Medienbranche agiert und zur Vereinfachung als Unternehmen MMedia bezeichnet wird. Zunächst wird ein Überblick über die Problemstellung der Fallstudie gegeben und durch eine Vorstellung aktueller Daten und Fakten ein thematischer Einblick vermittelt. In dem anschließenden Hauptteil wird zuerst die theoretische Fundierung einer erfolgreichen Implementierung eines neuen Geschäftsmodells erläutert. Dies erfolgt beginnend mit dem zweiten Kapitel, in dem die theoretischen Grundlagen, sowie notwendige Methoden aus der Literatur vorgestellt werden. Anschließend werden im darauffolgenden Kapitel 3 die theoretischen Grundlagen auf die vorliegende Problemstellung angewendet und eine qualitative Lösung herausgearbeitet. Das Ergebnis der Bearbeitung bildet eine Geschäftsstrategie zur weiteren Implementierung für das Unternehmen MMedia. Im letzten Kapitel werden die Inhalte der Bearbeitung für den Leser zusammengefasst und anschließend eine Handlungsempfehlung formuliert. Das Geschäftsmodell von MMedia beinhaltet die Produktion von Film- und Tonträgern, welche an Kunden vertrieben werden und somit Umsatz generiert wird. Die Zielgruppe des Unternehmens beinhaltet dabei weitgehend Privatkunden (B2C). Im Rahmen der

erweiterten Unternehmensstrategie wurde beschlossen, die Digitalisierung und das Realisieren von Synergien der Unternehmensbereiche in den Vordergrund zu stellen. Als konkrete Maßnahme soll das bestehende Produktportfolio des Geschäftsfeldes „Musikfilm/Musicals“ durch digitale Angebote erweitert werden. Dadurch erwartet sich das Unternehmen MMedia eine Ausweitung der Umsatzpotenziale. Unter Digitalisierung im unternehmerischen Kontext versteht man den Einsatz digitaler Technologien zur Veränderung eines Geschäftsmodells und zur Erschließung neuer Umsatz- und Wertschöpfungsmöglichkeiten; es ist der Prozess des Übergangs zu einem digitalen Unternehmen (vgl. Gartner 2021). Die Digitalisierung wird langsam anerkannt, als ein wichtiger Wegbereiter für Innovationen. Digitale Transformation bringt unübertroffene Möglichkeiten und Fähigkeiten für Wachstum und Wertschöpfung.

Business Model Canvas A Complete Guide - 2020 Edition Gerardus Blokdyk, 2020-01-19 What reservations might you have about the design-plus model of strategic management? Are your relationships long term or short term? Does your business need a social media strategy? Which emerging technologies are peripheral customers adopting? Who is routinely challenging and vetting the information? This best-selling Business Model Canvas self-assessment will make you the credible Business Model Canvas domain auditor by revealing just what you need to know to be fluent and ready for any Business Model Canvas challenge. How do I reduce the effort in the Business Model Canvas work to be done to get problems solved? How can I ensure that plans of action include every Business Model Canvas task and that every Business Model Canvas outcome is in place? How will I save time investigating strategic and tactical options and ensuring Business Model Canvas costs are low? How can I deliver tailored Business Model Canvas advice instantly with structured going-forward plans? There's no better guide through these mind-expanding questions than acclaimed best-selling author Gerard Blokdyk. Blokdyk ensures all Business Model Canvas essentials are covered, from every angle: the Business Model Canvas self-assessment shows succinctly and clearly that what needs to be clarified to organize the required activities and processes so that Business Model Canvas outcomes are achieved. Contains extensive criteria grounded in past and current successful projects and activities by experienced Business Model Canvas practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Business Model Canvas are maximized with professional results. Your purchase includes access details to the Business Model Canvas self-assessment dashboard download which gives you your dynamically prioritized projects-ready tool and shows you exactly what to do next. Your exclusive instant access details can be found in your book. You will receive the following contents with New and Updated specific criteria: - The latest quick edition of the book in PDF - The latest complete edition of the book in PDF, which criteria correspond to the criteria in... - The Self-Assessment Excel Dashboard - Example pre-filled Self-Assessment Excel Dashboard to get familiar with results generation - In-depth and specific Business Model Canvas Checklists - Project management checklists and templates to assist with implementation INCLUDES LIFETIME SELF ASSESSMENT UPDATES

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Der St. Galler Business Model Navigator und der Business Model Canvas im Vergleich, 2025-09-24 Projektarbeit aus dem Jahr 2025 im Fachbereich BWL - Investition und Finanzierung, Note: 2,7, Fachhochschule Koblenz - Standort RheinAhrCampus Remagen, Veranstaltung: Projektarbeit Aspekte der I+F und des Change-Managements, Sprache: Deutsch, Abstract: Wie entwickeln Unternehmen tragfähige und rentable Geschäftsmodelle in Zeiten von Digitalisierung, globalem Wettbewerb und kontinuierlichem Wandel? Diese Projektarbeit bietet einen systematischen Vergleich zweier international anerkannter Ansätze, nämlich des St. Galler Business Model Navigators von Oliver Gassmann mit seinen 55 Innovationsmustern und des Business Model Canvas von Alexander Osterwalder, dem weltweit verbreiteten Visualisierungs- und Strategie-Tool. Die Arbeit untersucht die Stärken und Schwächen beider Modelle, bewertet ihre Praxistauglichkeit anhand operativer Umsetzungskriterien und analysiert ihren Einfluss auf die Rentabilität (Return on Investment, ROI). Anhand realer Fallbeispiele – Rolls-Royce („Power-by-the-Hour“) und Airbnb – wird anschaulich gezeigt, wie Unternehmen Geschäftsmodelle erfolgreich entwickeln, anpassen und durch Change Management nachhaltig implementieren können. Ein praxisnaher Leitfaden für Studierende, Gründer, Manager und Berater, die verstehen wollen, wie Geschäftsmodellinnovationen zum Motor für Wachstum und Wettbewerbsfähigkeit werden.

Business Model Revolution. Neue Geschäftsmodelle durch den Einsatz von TRIZ Luisa Wagner, 2022-07-18 Masterarbeit aus dem Jahr 2021 im Fachbereich BWL - Unternehmensgründung, Start-ups, Businesspläne, Note: 1,0, Hochschule Aalen, Sprache: Deutsch, Abstract: In dieser Arbeit wird auf Basis von Literaturrecherche in Kombination mit Erkenntnissen aus Experteninterviews untersucht, inwiefern sich die TRIZ für eine Anwendung im Kontext der Geschäftsmodellinnovation eignet. Besonders in der Ideengenerierung neuer Geschäftsmodelle sind Kreativitätsmethoden von großer Bedeutung. Heute oft verwendete Methoden, wie zum Beispiel klassisches Brainstorming, unterstützen dabei den Trial-and-Error-Gedanken. Dieser klassische Weg, durch Versuch und Irrtum zu neuen Ideen für innovative Geschäftsmodelle zu gelangen, ist jedoch nicht mehr zeitgemäß und weist zu wenig Systematik auf. In Zeiten zunehmender Komplexität und Unvorhersehbarkeit führen Methoden wie diese den Problemlöser selbst an seine Auffassungsgrenzen. Aufgrund bestehender Denkblockaden fällt es vielen Menschen darüber hinaus schwer, komplett neue oder kreative Ideen zu erlangen. Es bedarf daher neuer Wege, um kreative und innovative Ideen zu generieren. Im Rahmen der Masterarbeit wird untersucht, wie eine Anwendung der TRIZ-Werkzeuge für die Ideengenerierung neuer Geschäftsmodelle gestaltet werden kann und wie vor allem die TRIZ-Trends dazu genutzt werden können, radikale und neue Ideen zu generieren.

Sustainable business models in the context of the circular economy. How can a company produce and deliver products

using sustainable methods? Frederik Meissner, 2020-04-22 Companies and whole branches of industry have a social and ecological responsibility. Excessive use of resources and exploitation of workers throw a negative light on certain branches of industry. One example for such an industry is the mobile phone sector. In order to solve this problem, Frederik Meissner presents a case study of two sustainable business models. How do companies propose, create, deliver, and capture value? Do the discussed business models correspond to the principles of the circular economy? The circular economy is seen as a condition and a beneficial relation for sustainability. Meissner's first case is the smartphone retailer Fairphone, who provides a long-living, modular, and transparent mobile phone. The second case is Mazuma Mobile, a refurbishment service that provides second-hand mobile phones and the possibility to sell an old or broken electronic device. This book shows how a company can produce and deliver products using sustainable methods. In this book: - Business Model Canvas; - Technical Cycle; - Nine Building Blocks; - Value Creation; - Value Capturing

Online-Vermittlungsplattformen von Mund-Nasen-Schutzmasken. Entwicklung eines Geschäftsmodelles

Andreas Aumeier, 2021-03-22 Fallstudie aus dem Jahr 2020 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 1,7, IU Internationale Hochschule, Sprache: Deutsch, Abstract: Diese Arbeit beschäftigt sich mit theoretischem Konzept, Aufbau und Umsetzung einer Online-Plattform, auf der Mund-Nasen-Schutzmasken vermittelt werden können. Bereits vor der, aufgrund der Corona-Pandemie eingeführten Maskenpflicht, war zu beobachten, dass es zu Versorgungsengpässen im Gesundheitssystem kommt. Durch die Verpflichtung für alle Bundesbürger, flächendeckend Masken tragen zu müssen, ist von einer Verschärfung dieser Situation auszugehen. Zur Adressierung dieses Problems soll eine Online-Plattform zur Vermittlung selbst genähter MNS-Masken geschaffen werden. Anbieter können ihre Masken selbstständig auf der Seite präsentieren. Auch der Preis wird vom Anbieter selbstständig festgelegt, die Plattform gibt nur Preisempfehlungen. Nachfrager können wie in einem klassischen eCommerce-Shop Masken suchen und bestellen. Die Bezahlung wird zunächst an den Plattformbetreiber getätigt, welcher diese abzüglich einer Provision dem Anbieter gutschreibt. Der Versand erfolgt direkt durch den Anbietenden.

Digitalisierung in der Medienbranche und Ausweitung des Vertriebskonzepts für digitale Geschäftsmodelle

Benjamin Grebing, 2023-06-05 Forschungsarbeit aus dem Jahr 2022 im Fachbereich BWL - Offline-Marketing und Online-Marketing, Note: 1,0, IU Internationale Hochschule, Sprache: Deutsch, Abstract: Die Digitalisierung schafft auch Wandel in der Medienbranche. Die Viewbuster AG (fiktives Unternehmen dieser Fallstudie) zielt darauf ab, die daraus resultierenden Chancen zu nutzen. Durch die schnelle Verbreitungsmöglichkeit von Informationen lassen sich Wertschöpfungsprozesse einfacher miteinander verbinden und effizienter in die Weltwirtschaft integrieren. Der erwartete Nutzen, auch durch smarte Produktionsprozesse von Produkten und Plattformen, könne als enorm erachtet werden. Mit diesen Bedingungen sieht sich auch die Viewbuster AG im Zuge ihrer Expansionsplanungen konfrontiert. Das Unternehmen ist ein privatkundenorientiertes

Großunternehmen, welches Filme, Musicals und Musik produziert und vertreibt. Die Fallstudie fokussiert sich auf die Ausweitung des Vertriebskonzepts und lässt dabei die Produktion der angebotenen Produkte außen vor. Im ersten Schritt wird die Bedeutung des Businessmodells aufgeschlüsselt und die Benchmark in diesem Bereich betrachtet. Die Geschäftsführung möchte die Filme über eine eigene Videostreaming Plattform offerieren und dabei eine Verbindung zum Filmmusikvertrieb herstellen, der über bekannte Vertriebsplattformen erfolgen soll. Als Best-Practice bei der Videostreaming Plattform wird der Marktführer Netflix analysiert, der im dritten Quartal 2021 mehr als 213 Millionen Abonnenten vorweisen konnte. Für den digitalen Vertrieb wird der Online-Shop iTunes von Apple analysiert. Für den Vertrieb von physischen Tonträgern wird das Businessmodell von Amazon Music betrachtet. Die Viewbuster AG kann auf diesem Weg die Nachfragesituation beurteilen und den Vertrieb bei Bedarf um weitere Shops ergänzen. Über die Streaming-Plattform wird der Kunde in den Online-Shop weitergeleitet. Dabei handelt es sich um eine Art internes Affiliate-Programm. Nach der Analyse der Benchmark werden sinnvolle Elemente auf die Entwicklung des neuen Geschäftsmodells übertragen und anhand der Wertearchitektur und -mechanik dargestellt. Dabei wird ein besonderer Fokus auf die wichtigsten Bestandteile eines erfolgreichen digitalen Geschäftsmodells gelegt. Zum Schluss wird für das Geschäftsmodell eine Geschäftsstrategie erarbeitet. Diese Fallstudie wird mit einem umfassenden Fazit abgeschlossen, welches einen Ausblick beinhaltet.

Wie sieht ein erfolgreiches Geschäftsmodell heutzutage aus? Analyse, Diskussion, Ansätze und Instrumente eines namhaften Unternehmens Simone M. Rau, 2021-10-20 Studienarbeit aus dem Jahr 2021 im Fachbereich BWL - Unternehmensforschung, Operations Research, Note: 1,0, FOM Hochschule für Oekonomie & Management gemeinnützige GmbH, München früher Fachhochschule, Sprache: Deutsch, Abstract: Im Rahmen dieser Seminararbeit wird das Geschäftsmodell einer AG analysiert und diskutiert. Aufgrund der Komplexität sowie des Umfangs der einzelnen Geschäftsfelder wird der Fokus dieser Arbeit bewusst auf ein Geschäftsfeld begrenzt. Durch den zunehmenden Einsatz der technologischen Möglichkeiten wird die Wettbewerbsdynamik sowie die Veränderung des Wettbewerbs vorangetrieben. Traditionelle Geschäftsbereiche verlieren mittel- bis langfristig an wirtschaftlicher Bedeutung. So sind die Unternehmen gezwungen, sich die entscheidende Frage zu stellen, wie bestehende Geschäftsaktivitäten gesichert und neue erschlossen werden können. Ein Teil der Antwort liegt in Innovationen, welche neue Lösungsansätze aufzeigen. Joseph Schumpeter hat bereits vor circa 80 Jahren Wege aufgezeigt, um Innovationen zu erreichen. Das durch den Megatrend Digitalisierung hochdynamische Marktumfeld weist ein Innovationsdefizit der bis dato analog geprägten Geschäftsmodelle auf. Die Konstruktion von neuen, angepassten, tragbaren Geschäftsmodellen nennt sich Business Model Innovation (BMI). Der Zweck besteht darin, die Geschäftstätigkeiten auf neue Weise zu verbinden oder ein gänzlich neues Geschäftsmodell zu entwickeln, sodass ein Wettbewerbsvorteil geschaffen wird beziehungsweise dem Kunden ein größerer Nutzen geboten wird. Die Arbeit basiert auf fünf Kapiteln. Das erste Kapitel beinhaltet die bereits dargestellte Einleitung. Im zweiten Kapitel wird die

angewendete Methodik dokumentiert. Das dritte Kapitel umfasst eine Analyse des Geschäftsmodells des Unternehmens sowie eine detailliertere Betrachtung des Geschäftsfeldes PSS. Zusätzlich werden BMI Verfahren und Instrumente der Firma analysiert. Im vierten Kapitel wird das Geschäftsmodell kritisch hinterfragt, sowie Erfolgsaussichten und Marktchancen aufgezeigt. Diese münden in einer kritischen Beurteilung sowie daraus resultierenden Handlungsempfehlungen. Im letzten Kapitel runden ein Fazit und ein Ausblick die Seminararbeit ab.

Geschäftsmodellanalyse des Curated Shopping. Die Modeberater des E-Commerce, 2022-10-27 Studienarbeit aus dem Jahr 2021 im Fachbereich BWL - E-Commerce, Note: 1,3, IU Internationale Hochschule (Wirtschaftsinformatik), Sprache: Deutsch, Abstract: Im Rahmen dieser Fallstudie wird das Geschäftsmodell Curated Shopping zunächst erläutert und anschließend unter Zuhilfenahme des Business Model Canvas und den darin enthaltenen Bausteinen analysiert. Hierbei wird auch Curated Shopping vom klassischen E-Commerce abgegrenzt. Abgerundet wird die Fallstudie durch ein Fazit. Die Digitalisierung und zunehmende Vernetzung führen zu einem verschärften Preiswettbewerb und einer zunehmenden Individualisierung auf der Unternehmensseite. Konsumenten können durch den technologischen Fortschritt kontinuierlich auf neue bzw. weiterentwickelte Endgeräte zurückgreifen, wodurch das Internet zunehmend intensiver genutzt wird. Verbrauchern stehen nun auch mehr Informationen über Produkte bzw. Dienstleistungen sowie deren Hersteller bzw. Anbieter zur Verfügung, die einen Vergleich von Preisen und Qualitätsmerkmalen ermöglichen.

The Business Model Canvas as a Tool of Marketing Mix Anastazia Spajic, 2021-09-09 Essay from the year 2020 in the subject Business economics - Offline Marketing and Online Marketing, grade: 1,7, University of Applied Sciences Essen, language: English, abstract: Success - a catchphrase that plays a significant role in today's society. Since success must be visible nowadays and the diligence behind it has lost importance, many entrepreneurs are under very high pressure to perform. They are therefore faced with high challenges that they have to overcome. One of the challenges is to increase the value of the company, so every entrepreneur must be clear about how much the respective company is worth. In order to run a company successfully and to achieve success automatically, it is of particular importance for company managers to have a comprehensive understanding of the functional processes of the company. In order to understand these extremely important functional processes, there is the so-called Business Model Canvas, which can help to better understand. The Business Model Canvas acts as a planning tool, for designing new business models or for revising older business models. The planning tool was developed by Alexander Osterwalder. The concept was first introduced in the book Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers, written by Osterwalder and co-author Yves Pigneur. In the meantime, the book has even become a bestseller, which of course speaks for the concept. The main target group of the literature are entrepreneurs, whose aim is to bring their ideas to the market as innovative, competitive projects. In the further course of this work, the Business Model Canvas will first be defined in detail and its functionality will be explained.

Then another planning tool is introduced called Marketing Mix. This is also defined and its procedure is described. This detailed description of both tools is very important to understand their connection. The last section serves to explain why the business model canvas is a tool for creating the marketing mix.

Businessplan für das Tutoring-Institute NRW Benjamin Wagner, 2025-10-01 Masterarbeit aus dem Jahr 2025 im Fachbereich BWL - Sonstiges, Note: 1,3, , Veranstaltung: Capstone Projekt, Sprache: Deutsch, Abstract: Das vorliegende Capstone-Projekt untersucht die Gründung eines Nachhilfeinstituts für Schüler an Brennpunktschulen in NRW. Ziel ist, einen praxisnahen Businessplan zu erstellen, der sowohl betriebswirtschaftliche als auch gesellschaftliche Aspekte abdeckt. Die Analyse der Arbeit zeigt, dass das aktuelle Nachhilfeangebot am Beispiel von Gelsenkirchen im sozialen Brennpunkt nicht ausreicht, um die hohe Nachfrage sowie spezielle Bedürfnisse der heterogenen Schülergruppen zu bedienen. Trotz der Vielfalt an Nachhilfeangeboten, kann der Bedarf an den Schulen nicht gedeckt werden. Dabei existiert insbesondere ein Bedarf an Sprachförderung und Integrationsangeboten. Das Capstone-Projekt stellt die gemeinnützige GmbH als geeignete Rechtsform heraus und entwickelt ein Geschäftsmodell, das sich durch Kooperationen mit Schulen und anderen öffentlichen Einrichtungen von anderen Angeboten abgrenzt. Der Finanzplan belegt, dass die Gründung rentabel sein kann. Restriktionen sind hierbei, dass sich ausreichend qualifiziertes Personal, geeignete Partnerschaften mit Schulen und anderen Institutionen sowie Fördermittel finden lassen. Risiken bestehen vor allem in der Personalbindung, der starken Abhängigkeit von Fördermitteln und der starken Konkurrenz am Markt. Chancen ergeben sich durch den notwendigen gesellschaftlichen Bedarf, Prioritäten im Bereich der Integration und dem zeitgemäßen Ausbau von hybriden Lernangeboten.

Decoding **Business Model Canvas 2020**: Revealing the Captivating Potential of Verbal Expression

In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Business Model Canvas 2020**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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