

I. Online business

Session 1. What are On line business?

Online business or **e-business** is any type of business or commercial transaction that includes the exchange of information on the Internet.

Group activity

Topic: What online business can I do ?

Suggested method: Brainstorming

Group activity

Topic: Advantages and disadvantages of online business

Suggested method: Devil's Advocate

Session 2. Do I want to do business online?

Before embarking on online entrepreneurship you need to clarify a few very important things. To do this you will need to think it over and solve the tasks below:

Individual activity

Task: Think it over and solve the tasks below

- Why do I want an online business? (*I suggest you find at least 3 answers to this question*)
- What kind of life do I want? (*Your answers should cover financial income, time spent at work, family, friends, vacation, social status*)
- Will the business I want to develop ensure the life I want?

Session 3. What do you need to start an online business?

If you have decided to start a business, the first step you need to do is to register as a legal entity, i.e. to set up a company. There is a fairly wide range of business types but the most versatile form is, in most EU countries, the Limited Liability Company. The establishment of such a company is done quite quickly and does not involve very high costs. It should be noted that each EU state has its own establishment procedures.

To grow an **online business** you need a place where people can see the products or services you sell. That means your space on the Internet. Its construction involves the following steps:

1. Choosing the web domain

Every online business must have a web domain. The web domain is the name of your website or, better yet, the address where it can be found. If we type that address in the Browser, it will take us directly to the website.

The web domain can be anything: your name, words related to the domain in which you will be active, etc. My recommendation is that the name be short, easy to remember and pronounce, in both your native language and English. The web domain does not have to be the same as the name of the company you set up.

The web domain has a structure formed of **name. extension**. There are a lot of extensions. What you need to know is that each country has an extension: **.ro** for Romania, **.gr** for Greece, **.it** for Italy, **.es** for Spain, etc. The European Union has **.eu** as its domain. There are also universal domains whose geographical origin cannot be identified: **.com**, **.net**, **.org** etc. The most widely used extension is **.com** (about 75% of domains on the Internet). Depending on the extension you have chosen, the acquisition of the domain can be free or not. The cost is not high and it is recommended to choose the most suitable extension, not necessarily the free one.

If you plan to develop your business nationwide then it is good to choose a national extension (.ro, .gr, .it, .es etc). If you want to cover the entire European Union, or the global market then you can also opt for .eu, .com, .org.

The domain name will become your property for a period of time and upon expiration you can extend it as much as you want. Changing your domain needs to be handled carefully as it can lead to image or SEO issues.

Make sure the domain is unique or if someone else may have it you will have to choose another one.

Additional information can be obtained by accessing the links below:

<https://www.pcmag.com/news/how-to-register-a-domain-name-for-your-website>

<https://domains.google/>

<https://www.youtube.com/watch?v=-Zi64WxyUmQ>

2. Hosting

After purchasing the domain you will need to find a physical space (a web server) on which to store your files (text, images, videos). For this you will need to find a web server. Web hosting is provided by specialized companies that rent you space on their servers. It is important to choose a company that will cover your future needs when your business grows, to give you the opportunity to create your domain based email addresses, to offer you an optimal upload speed and to keep your site safe. Obviously this service costs, the fee is not a high one though. Depending on your choice, you can pay monthly, half-yearly, yearly, or even for several years. You can even get a discount if you opt for a longer period.

3. The website

The website is the mainstay of your online business and that is why it must be done professionally. It will be your interface with the world and must reflect what you sell. Creating a website is no longer the prerogative of professionals. You can handle it yourself even if you don't have very advanced IT knowledge. There are many platforms on which you can create the website.

- **WordPress** (<https://wordpress.org/>) is the most popular content management system (CMS) for sites of all kinds, from blogs to magazines or online stores. It is the recommendation of specialists for beginners or for small sites due to the advantages:

- Easy and free installation and use
- High degree of customization
- Large community (millions of active members)

https://www.youtube.com/watch?v=L51Xakm_xDI

https://www.youtube.com/watch?v=5OGr7_1jh2M

- **Drupal** (<https://www.drupal.org/>) is a free open-source platform, especially preferred by more technical users. Very powerful platform, consumes fewer resources than WordPress and can be used for any kind of site. Main advantages:

- Advanced technology
- Advanced performance (sites load very quickly)
- Customization through plugins created by each developer

In order to create a site on Drupal you need knowledge of HTML, PHP and other common programming languages.

https://www.youtube.com/watch?v=wuqSF_I2Ltk

- **Joomla** (<https://www.joomla.org/>) is a compromise solution between WordPress and Drupal in terms of the difficulty of creating a site. It has the great advantage that it offers the possibility to easily create social networking sites. It also offers native support for online stores

<https://www.youtube.com/watch?v=DH9AqXIJ-LM>

Other platforms dedicated to online commerce are:

- [Magento](#)
- [Prestashop](#)
- [OpenCart](#)
- [Shopify](#)
- [ShopMania](#)
- [Wix](#)

Which is the best platform for you? It's only you who can say that after analyzing the needs of your online business. If you want to create and manage your site yourself, you must also take into account the level of specific skills that you have or are willing to develop.

If you have chosen a platform and it does not offer you what you are looking for, you can migrate the site to another platform. It is good, however, to turn to a specialist for this action.

4. Social media.

If you want a fast business growth, regardless of its profile, it is mandatory to use the most important online communication and promotion tools. They allow you to maintain permanent contact with your audience and interact with them. Which are these? You guessed it: **Facebook, Youtube, Instagram, etc.**

Group activity

Topic: What are the advantages of an online commerce platform?

Suggested method: round table

Individual activity

Topics:

- Choose the web domain you want to use and check if it's available.
- Identify a host server that meets your needs.
- Experience creating a site on one of the platforms.

Session 4. Which business model do I choose?

As you read the **How to plan an online business** chapter, there are online business models to be followed step by step or to be used as a source of inspiration. They will give you information about the resources you need to get started, the time it takes to make a profit, the degree of involvement. You should be aware that these models do not guarantee that you will be successful. Every business is unique even if it follows a certain model, the socio-economic context is constantly changing, and you have to constantly reinvent yourself.

Individual activity

Click on the link below and solve the test by answering the questions honestly

[Which Online Business Model is Right For You? \(Bighappyprofits.com\)](http://Bighappyprofits.com)

After receiving the feedback in the email, analyze the business model and decide if you want to follow it.

Even if you have an idea about the business you want to develop, before you start writing your business plan, I suggest you study as many online business models as possible. I know you are young and brave, but it is good to learn from the experience of others.

- **If you want an online store**

<https://blog.boldcommerce.com/how-to-start-an-online-store>

<https://www.wpbeginner.com/wp-tutorials/how-to-start-an-online-store/>

<https://www.legalzoom.com/articles/how-to-open-your-online-store-in-six-simple-steps>

<https://www.shopify.com/blog/start-online-store>

- **If you want to do business on Amazon**

<https://fourweekmba.com/amazon-business-model/>

<https://www.buyboxexperts.com/amazon-fba-business-model-explained/>

<https://empireflippers.com/amazon-fba-business-model-explained/>

<https://www.entrepreneur.com/article/282277>

<https://sell.amazon.com/sell.html>

- **If you want to become a Vlogger**

<https://www.entrepreneur.com/article/318211>

<https://blogging.com/vlogging/>

- **If you want to do professional blogging**

<https://fatstacksblog.com/blogging-business-model/>

<https://blogpros.com/blog/2016/09/business-models-blog-money>

<https://yaro.blog/563/professional-blogging-as-a-business-model/>

<https://alphainvestors.com/how-to/the-rankxl-business-model/>

<https://probblogger.com/five-blog-business-models-thatll-make-you-money/>

<https://www.ryrob.com/blog-business-plan/>

- **If you want to get involved in online fitness**

<https://www.entrepreneur.com/video/361078>

<https://www.totalcoaching.com/blog/personal-training-business-models/>

<https://www.starterstory.com/online-fitness-business>

<https://business.virtuagym.com/blog/5-proven-business-models-for-personal-trainers/>

II. How shall I write my business plan

If you have decided what type of business you want to start, you must clarify very well the 3 pillars your business is based on:

- Customers
- Competition
- Product/Service

SESSION 1. Be aware of your customers!

Identify customers' needs

A business cannot run without customers no matter how good the product / service you want to market is. That is why, it is very important to know who your customers are. Trying to sell something to someone you know nothing about is like shooting at a target with your eyes closed. If you have not started the business yet, the recommendation is to start from the need you want to solve with your product or service. Once you have identified this issue you will have to see who needs this product / service. In this way you will identify which category of customers you will have to address.

Group activity

Topics discussed:

- What was the need of the customers that Facebook solved
- What solutions were there until the advent of Facebook?
- What were the disadvantages of those solutions?

Suggested methods: Round table forum, Group session

Individual activity

1. Identify the problem, the need that your business solves, the product / service you want to sell.
2. Identify the category of customers interested in your product / service.

Find the first customers

One of the biggest challenges you will face after setting up the business is to reach the first customers. To solve this problem you will have to follow 3 principles:

1. **Think like a customer.** You need to put yourself in the customer's shoes and experience how and where they are looking for their product / service, what expectations they might have. To get the first customers you can even steal them from other companies. The competition will also steal from you.

Learn from others!

The Airbnb founders, Brian Chesky and Joe Gebbia developed the business based on a need they identified among short-term accommodation seekers. There are people who do not like hotels either because they consider them too expensive or because they are impersonal. They want decent accommodation at a reasonable price where you are likely to feel the specifics of the local community. Because the two did not have houses to rent, first they had to find people who wanted to share their house with tenants. Later, their website, Airbnb, was to find those interested in renting them. In order to find such homes, they put themselves in the shoes of the tenants and thought about where they would go to look for a home if there was no Airbnb. That's how they ended up looking for owners on Craigslist (a US website specializing in ads) from where, with the help of software, they copied the ads owners' contacts and invited them to sign up on Airbnb. The idea caught on, the owners being happy that they double their rental chances free of charge. Thus Airbnb has made a stock of rental offers likely to attract customers.

3. **Create a better experience.** Your business needs to bring something in addition to your competitor to the potential customer. It should provide a better user experience.

Learn from others!

- *After stockpiling their homes for rent, the founders of Airbnb found that they had a problem with the quality of the photos that showed these homes. The owners hadn't paid much attention to the quality of the photos they'd uploaded to Craighlist. On the other hand, the hotels, with which they were in direct competition, had professional photos through which they presented their extremely attractive offer. Obviously, those who used ti visit Airbnb compared the quality of the photos with those of the hotels. They needed photos of the same quality. That's why Chesky and Gebbia hired professional photographers who went and took pictures of the houses. The solution worked, making the Airnbnb offer much more attractive. Moreover, all the owners who registered their home on Airbnb and who wanted to be successful aligned themselves with the new standard of photo quality.*
- *Another example is Uber. To ensure that the experience of the first customers is a positive one, they used black cars driven by professional drivers at the beginning. In this way they ensured that these customers will be satisfied and will pass on the positive experience.*

4. Sequentiality is everything. Choosing the time and place to launch your business is very important.

Learn from others!

Airbnb chose Denver as its launch site for the Democratic Party's National Convention when Barack Obama was nominated for the US presidency. The moment was chosen because the demand for accommodation was very high and there were not many free accommodation places in hotels. Later, Airbnb was launched in other cities using the same recipe: an event that brought many tourists looking for accommodation.

Uber has identified cities where the demand for taxis is greater than the supply. They launched his offer in these cities on the occasion of important sporting events, concerts or other holidays when people desperately needed taxis.

Using this strategy offers 2 great advantages:

- The competition does not perceive you as a danger. The demand being high at that moment does not indicate that you have taken some of their customers. They consider that you only took the surplus that they could not satisfy anyway.
- In times when demand is very high, your business will benefit exactly from the customers you need: those who buy immediately, with enthusiasm (early adopters). Even if they bought your product without thinking twice, you have to be careful with the quality because you don't want to have negative publicity from the outset.

Individual activity

Identify a way to find your first customers and how to provide a better experience than the competition.

Determine the number of unconditional customers you need

If you want a functional business you need a number of unconditional customers. Unconditional customers are the ones who buy from you because they are attached to your brand, to the way you respond to their needs or desires. They know what kind of experiences they can expect when they buy from you.

You don't need millions of unconditional customers for your business to work. Here's how to determine the number of unconditional customers:

1. Determine the turnover you want to achieve in a year.
2. Find out the average income per transaction
3. Divide your turnover by the revenue per transaction and get the number of sales you need in order to reach your goal.
4. Divide the total number of sales by the annual number of sales per customer and find out the number of customers you need

My goal is to have a turnover at the end of one year of 100 000 EURO. My goal is to have a turnover at the end of one year of 100 000 EURO. If a customer buys 4 times a year it means that he will buy 200 EURO per year.

If we divide the turnover by the value spent on average by a customer we obtain the total number of sales required: $100000/50 = 2000$.

Divide the total number of sales by the annual number of sales per customer and find the number of dedicated customers we need: $2000/4 = 500$

Consequently, I need 500 devoted customers who buy 4 times a year for 50 EURO each time.

Obviously, the above example is not suitable for any type of business, but it can help you identify the number of devoted customers you need to achieve the turnover you have decided to reach. On the other hand, the example above helps you see how important unconditional customers are, those customers who always come back and buy from you. You will understand how important is to maintain a good relationship with your customers and how high the costs are to bring 20 new customers.

Group activity

Topic

Identify 2 companies that use loyalty methods and analyze their efficiency.

Suggested method: Group session

Individual activity

- Develop a customer loyalty plan.

As I said in the first part, your business cannot exist in the absence of customers. Being at the beginning, it is normal to want to have as many customers as possible. Customers are the ones who keep the business alive but they can also lead you to bankruptcy if you are not careful about your relationship with them. In order to manage your clients portfolio, I recommend you to classify them according to the ABCD method.

- **Assumed (ideal).** This customer buys from you without thinking, several times a year, pays immediately and recommends you to other customers.

- **Basic (de bază).** This customer buys from you quite often without exaggerating and pays on time.

- **Can't deal with (clientul dificil).** It is the difficult customer who does not pay on time, sometimes he asks for his money back, he complains to you.

- **Death (clientul inactiv).** The one who hasn't paid you for 6 months, doesn't answer your phone and you still send him products.

Unfortunately, most entrepreneurs spend their time with customers in categories C and D, i.e. those who are not OK for business and they have no time to reward those in categories A and B.

You should focus on those in categories A and B to recognize and reward them. Those in category C are either transferred to categories B or A or abandoned. You can easily give up those in category D. Even if you want as many customers as possible, as many sales as possible, you must understand that a recalcitrant customer can damage your reputation.

Session evaluation

Method used: Throwing the ball

SESSION 2. Know your competition!

Once you have decided to start a business you will have to consider that you will operate in a market where most of the time there are competitors. Even if the competition is something that is usually not to the liking of companies, it has beneficial effects for both customers and businesses. The existence of competition gives you the opportunity to compare yourself with others and see your own limits. It is the drive that makes you better.

Think of a football club with 22 players. Only 11 can enter the field and everyone wants to be a starter. Because they know that the coach will introduce those who are in the best shape, they will train very well to prove that they deserve to be on the field. In this competition between players the winner will be the club that will have a competitive team, the fans who will attend quality matches but also the players who, following the good results, will have a high value on the transfer market.

One of the biggest mistakes that novice entrepreneurs make is to think they have no competition. They consider competitors only those who sell or produce the same product or service as them. Nothing could be further from the truth. Competitors are all companies that aim to attract customers' money no matter in which field they operate. If customers prefer to invest their time and money in something other than what you sell then that something is your competition.

Group activity

Topic: Where and on what can you spend your money rather than going to a club?

Suggested method: Role play

There are 3 categories of competitors in the market:

1. **Direct competition** is the easiest to identify because it carries out the same activity as you and offers the same product or service to the same audience.
2. **Indirect competition** is represented by those who offer the same product or service to a different target audience. The quality of the products or services they offer is different: it can be the low or high end version of your product / service.

3. **Replacement competition** is the most difficult to identify. There are companies that address the same customers with different but related products.

Group activity

Topic: Identify the competition of the Mercedes company

- Direct
- Indirect
- Replacement

Suggested method: Brainstorming

The advantages of competition

- Increases the visibility of the product or service, increasing the flow of information stimulating demand.
- It is the competition that determines the traders to introduce that element of differentiation, the customers having several options to choose from.
- Competition causes entrepreneurs to lower prices
- Competition increases quality

You need to accept competitors, be aware of their role in the market and study how they work. How can you do that?

- **Become their customer.** If you want to see how they improve their product or service over time, try to buy from them as much as possible. Obviously you can't follow this advice for any product or service, but it's important to understand that you need to take the time to study the competition. That's the only way to get to know the trend and even be ahead of it. Be careful not to overdo the time allotted to this study because you risk falling to the other extreme and becoming obsessed with competition.

- **Find out what the competition is all about: what pleases and dissatisfies their customers.** This way you can find out how easy or difficult it will be for you to convince their customers to buy from you. The Internet is a very useful tool where you can read customer reviews about products, services offered by your competitors. Google provides a variety of tools such as Google Trends, Google Alerts, etc.

- **Study their strategies to find out how they think, how they act.** If you have not started the business yet, you can hire them or you can talk to their former employees. If you can afford

it, you can even hire an expert who will prepare a professional report for you. You do this not to copy your competitors but to understand what they are doing and why they are doing it.

Individual activity

Draw a table including what one of your direct competitors does well and also what they do wrongly.

In the face of competition you will have to avoid 2 important mistakes:

1. Don't become obsessed with what the competition does. If you do this, you will become a copy of the competitors, you will go in the direction they are going and you will block your capacity for innovation. What works for others does not necessarily work for you. The idea is not to copy them but to study them: What am I doing? Why am I doing this?

If you monitor the competition they are also studying you. Some will even copy your products, services, marketing techniques, etc. If that happens, you don't have to be upset. On the contrary, it is a sign that what you do, you do well and you are a role model for others. Every time you are copied, you have to innovate, to add value. It is important that you stay one step ahead of the competition. It's better to be copied than copy others.

2. Don't get into a price battle with the competition. In the price war there is no winner, everyone loses because whoever drops the price diminishes from his profit. No matter how much you lower the price, there will always be someone who can afford to lower it more. The idea is not to differentiate yourself from the competition just by the low price.

If your profit margin is 20% and you lower the price by 10% you lose 50% of your profit.

What can you do to differentiate yourself from the competition?

✓ Develop a unique selling offer. This includes that benefit that only you can offer to customers. Make sure that benefit is real, that customers need it.

✓ Give a guarantee to the products or services you sell. By offering a guarantee you take the risk from the client and you assume it. The guarantee makes the customer much more available to buy from you.

✓ Identify and solve customer problems. This will help you gain their loyalty and they will turn to you by becoming loyal customers.

✓ Identify a niche market to enter. Specializing in a certain product or service can be beneficial for you because people will identify you more easily, they will know that you are a specialist.

✓ Set the right price.

✓ Constantly innovate to keep people interested in you.

Conclusion

- You don't have to love your competitors, and in most cases, you probably won't. However, business competition is a vital part of the contemporary workplace, both individually and in large-scale industries.

- By connecting with other companies in your field, you can open up new opportunities that will help you grow.

Session evaluation

Method used: Group mural

SESSION 3. Know your product!

Many entrepreneurs do not know very well the products / services they sell considering that this is not important. Nothing could be further from the truth. There are companies that offer very good products or services but which sell very poorly. You will say that this is because they do not know how to sell. It is very true but poor sales can also be because they do not know very well the product / service they sell.

If it is important to know your customers and the competition, it is equally important to know your product / service that you sell. There is an indissoluble link between the customer and the product. You cannot offer the same type of product or service to all customers because some of them are simply not compatible with some of your customers.

When designing your business plan and establishing the products / services you will offer for sale, you must take into account 4 elements:

1. **Identify the value perceived by the customer** for each product / service you sell. To do this, you need to refer to the following forms of value that customers perceive when analyzing a product:

- **The quality** of the product / service as a whole or its components
- **Cost** (the customer buys if the quality / cost ratio is advantageous for him)
- **Efficiency** (how well it responds to customer needs)
- **Speed** (how much time you earn using that product / service)
- **Ease of use** (the more complicated it is to use the more they will look for alternatives)
- **Flexibility** (will look for products / services that are suitable for several activities)
- **Granted status** (how the purchased product / service will influence the way it will be perceived in society)
- **Aesthetic aspect** (the customer buys because he likes what the product looks like)
- **Emotion** (the customer buys because the product / service gives him a mood he wants)

It is very important to help your customers perceive the value of the product / service sold. For this you have to transmit the values that you perceive and collect from the clients the values that they perceive.

Group activity

Topic: Identify the values you are looking for when purchasing a smartphone. Which product has the most value you want?

Suggested method: Simulation

Individual activity

3. Identify the values you perceive in a product / service you want to sell.

2. **Add a value differentiator to your product:** associate the product / service sold with something extra / different from your competitors. But be careful that the added value is real for the customer. A differentiator that brings no value, in addition to being an additional cost to you, can be annoying for the customer.

Group activity

Topic: Create a value differentiator for a product / service you sell and test it on your colleagues.

Suggested method: Role play

3. **Set the right price.** It must be said that it is difficult to set from the beginning that price that will determine the customers to buy from you but that will be advantageous for you as well. In setting the price you can use one of the following strategies:

- Cost + margin of additions. This model is practiced by companies operating in highly competitive markets, the customer having numerous purchase offers similar to yours. If you are in this situation you will have to have a turnover as high as possible in order to have a profit that will satisfy you.
- Comparison with the market level. When you set the price you will have to study how much your product / service sells on that market. If you choose this model, your price will have to be comparable to that of the competition. You will have to be careful not to incur higher

costs. You must also take into account the quality of the product / service sold by you, which must be comparable to that of the competition, because otherwise you risk gaining a bad reputation.

- *By branding.* You have to work hard to get to brand pricing because then you are in a situation of power. That's why it's important to create a strong brand.

For example, a Rolex watch does not justify, by the value of the materials used or by the functions that it has, its price hundreds of times higher than that of an ordinary watch.

An important role in this case is played by the recommendation of a star loved by the target audience or if they wear that product.

In this case there is no rule in setting the price. The customer will be willing to pay the price because he perceives a form of brand value. Your goal is to maximize your profit by bringing the price as high as possible. It is not important only to be on the plus side, nor what the market level is.

KEEP IN MIND!

- All prices are subjective and have an emotional dose. One cannot speak of a "correct" way of setting the price but of a "right" way.
- In order to set the right price, you need to know very well the product or service you are selling. Specifically, you need to understand the value perceived by your customers.

Individual activity

Identify your potential customers, the market in which you will operate and determine which pricing strategy you will use. Simulate the price calculation for your products / services.

Session evaluation

Method used: Ask the experts

SESSION 4. Canvas business model

Canvas is a business plan template created by Alexander Osterwalder. The order in which the 9 sections must be completed is as follows:

1. **Customer segments.** In this section you must provide detailed information about your customers:

- Who are they (robot portrait)
- Where do you find them?

You will have to keep in mind that the most advantageous thing for you who are at the beginning of the road is to target a niche in the market or a share thereof. When establishing this niche, make sure that it is:

- homogeneous
- big enough to make you a profit
- small enough not to attract the attention of strong competitors.

2. **Value propositions.** In this section you will include information about:

- the needs, the problems of the customers you have identified
- the product / service you have in order to meet these needs. You don't have to create the perfect product / service from the beginning. It is important to start and get the product / service functional (to solve a problem). You can even consider limited batch testing.

3. **Channels.** Distribution channels can be:

- Physical (direct or through intermediaries). Through a physical channel you can sell both virtual products (for example Microsoft sells licenses on physical media) and physical products.

- Virtuals. Virtual products (eg Facebook or Google) or physical products (eg Amazon) can be sold through a virtual channel. Even if your distribution is virtual, you can have a showroom whose purpose is to create customer experiences.

4. **Customer relationship.** The relationship with your customers is very important because it is neither easy nor cheap to turn a potential buyer into a customer. Here you will need to identify customer loyalty programs.

5. **Revenue streams.** In this section you will need to provide information about the prices of your products / services, as you set them. Also, depending on the business you develop, you

will include other sources from which you can obtain income: property rights, rent, commission, advertising, sponsorship, grant, etc.

6. **Key partners.** Here you will have to identify which are the most important business partners: suppliers, distributors, competitors, etc.

7. **Key activities.** What you do? What others do? What are you best at? What you do the best?

8. **Key resources.** Resources are of several categories: physical, financial, human, informational (knowledge). You will include both your own resources and those borrowed or attracted.

9. **Cost structure.** You must provide information on fixed / variable costs as well as direct / indirect costs.

More information about that model can be obtained by accessing the links below:

<https://www.youtube.com/watch?v=IP0cUBWTgpY>

<https://www.youtube.com/watch?v=LVgzOyHVCj4>

<https://www.youtube.com/watch?v=QoAOzMTLP5s>

<https://www.youtube.com/watch?v=IP0cUBWTgpY&t=170s>

Group activity

Topics discussed: Canvas business model: GOOGLE

Suggested method: Group session

Individual activity

Design your business plan by completing the Canvas business model



<div>Key partners</div> <ul style="list-style-type: none">Samsung	<div>Key activities</div> <ul style="list-style-type: none">Platform managementResearch and Development <div>Key resources</div> <ul style="list-style-type: none">Browser	<div>VALUE PROPOSITIONS</div> <ul style="list-style-type: none">Free searchE-mailAdvertiseLocation informationMoney from traffic	<div>Customer relationship</div> <ul style="list-style-type: none">Google+ <div>Channels</div> <ul style="list-style-type: none">Web	<div>Customer segments</div> <ul style="list-style-type: none">Advertising agenciesWebsite ownersInternet users
<div>Cost structures</div> <ul style="list-style-type: none">Costs of maintaining the platform			<div>Revenue streams</div> <ul style="list-style-type: none">AdWords Auctions	

BUSINESS CANVAS MODEL

