

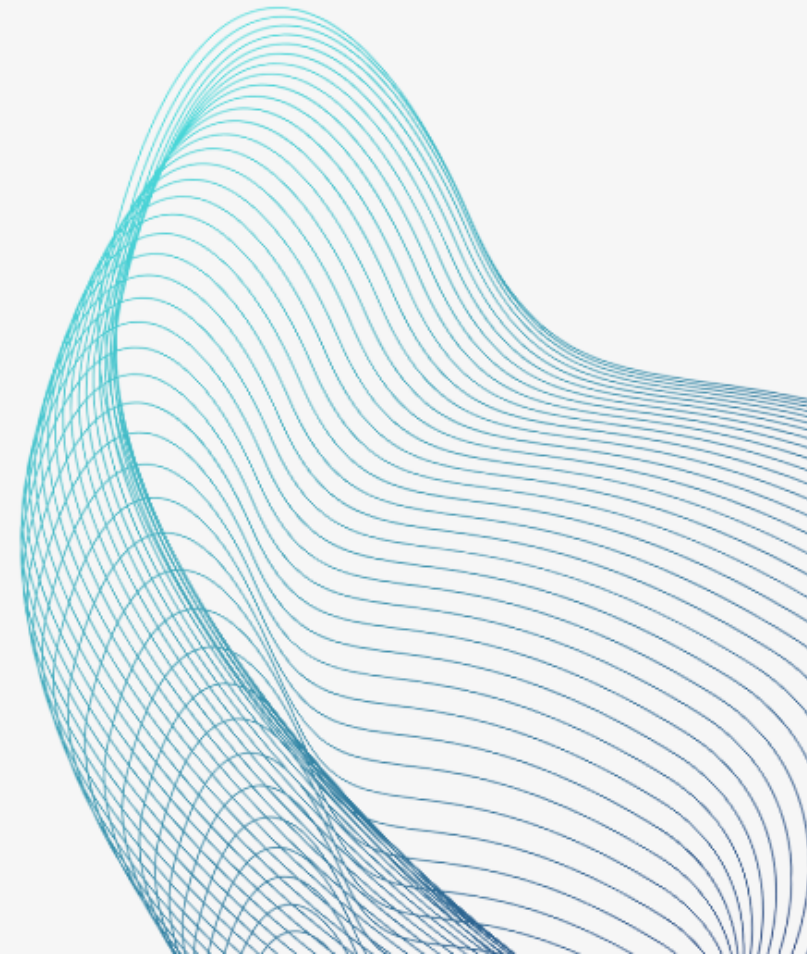


Training Courses
For Business Development



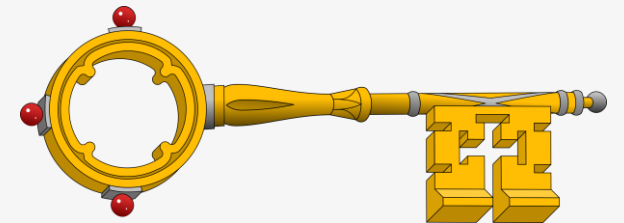
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8 Key Elements of Business models in e-Commerce



Eight Key Elements of a Business Model

1. Value proposition
2. Market opportunity
3. Revenue model
4. Competitive environment
5. Competitive advantage
6. Market strategy
7. Organizational development
8. Entrepreneurial team



1. Value Proposition in E-Commerce

Pivotal Question: "What makes your e-commerce platform the ideal choice for customers?"

- A. Personalized Experience**
- B. Efficiency in Product Search and Pricing**
- C. Facilitating Seamless Transactions**



2. Market opportunity

Essential Query: "What's the market segment you aim to serve, and how large is it?"

1. Marketspace
2. Realistic Market Opportunity
3. Niche Market Segmentation



3. Revenue model

The Fundamental Question: "What's your strategy for generating income?"

1. Advertising Revenue Model
2. Subscription Revenue Model
3. Freemium Strategy
4. Transaction Fee Revenue Model
5. Sales Revenue Model
6. Affiliate Revenue Model



4. Competitive environment

Key Question: "Who are the other players in your intended market space?"

1. Competition
2. Influential Factors



5. Competitive advantage

Key Question: "What unique advantages does your firm offer in the marketplace?"

1. **Product Superiority & Cost Efficiency**
2. **Asymmetries**
3. **First-Mover Advantage
& Complementary Resources**
4. **Leverage**
5. **Perfect Markets**



6. Market strategy

Central Query: "What's your strategy to promote your products or services to engage your target audience?"

1. Market Entry Strategy
2. Customer Acquisition
3. The Role of Effective Marketing



7. Organizational development

Central Query: "What organizational structures within your business are crucial to implementing your business plan?"

1. **Organizational Design**
2. **Functional Departments**
3. **Team Composition**



8. Entrepreneurial team

Central Query: "What backgrounds should your company's leaders possess to drive the organization's success?"

1. **Efficacy**
2. **Credibility**
3. **Industry Expertise**
4. **Execution Experience**



REVIEW Workshop 2

8 Key Elements of a Business Model



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