Business Model

What Building blocks of business model can be broken down into what segments
- customers, offers, infrastructure, financial stability

What are customer segments
- niche market, segmented market, diversified market

what is a niche market
- a very specific market

what is a segmented market
- targeting two different markets but they're similar

what is a diversified market
- targeting two completely different markets

why are customer groups different
- needs to justify a distinct offer, different distribution channels, different kinds of relationships, different aspects

What are reasons why a customer turns to a specific company or organization
- newness, customization, brand/status, price, accessibility

What are the types of customer relations
- personal or automated, retention, boosting,

What is retention
- loyal customers

what is boosting
- you dont care about the relationship you want the sales

Business Model (cont)

Whats the difference between transaction and recurring stream
- recurring happens more than once like a subscription

what is a usage fee
- the more you use the more you pay

what is asset sales
- just selling the product

What are the assets of your organization
- physical, financial, intellectual, human

What are key activities
- action an organization does to make their business model work

Who are suppliers who make a business model work
- strategic alliance, cooperative strategies, joint ventures, buyer/ supplier

Human Resources

What are the advantages of paid employees
- stable work force, loyalty to organization, can develop long term relationships

what are the disadvantages of paid employees
- cost of salary, cost of benefits

what are the advantages of contracted employees
- can hire for special skills, hire for limited period of time, no need to pay benefits

what are the disadvantages of contracted employees
- not loyal, cost per hour might be high af

what are the advantages of outsourcing
- hire for special skills, don't have to manage employees, can build community relationships

Human Resources (cont)

what are the disadvantages of outsourcing
- company policy may differ, high af

what are the advantages of volunteers
- no cost to the org, can seek special skills,

what are the disadvantages of volunteers
- need to retrain, instability, lack of skills/ experience

What do personnel committees do?
- take policies to the board, handles grievances, conducts performance evaluations

what does recruitment do
- description of jobs, responsibilities, specific duties, requirements for employment, compensation, how to apply

what is the staffing process
- personnel policies, planning recruiting and selecting, orienting training and evaluating, firing and replacing

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