

### 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

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

### Business Model (cont)

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

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

### Human Resources (cont)

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