

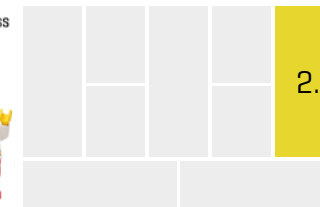
Task:



Tool: Competitor data collection

Outcome: You learn to visualise the offering, infrastructure and management actions against the market.

BUSINESS
MODEL
CANVAS



Customer

Products / services

Pricing strategy

Distribution

Key resources

Image of the company

Key skills

Strategy

Key technology

Other

Competitor 1:	Competitor 2:	Competitor 3:	Reflect your own business against the competitors:



Tip: How can you communicate value to customers?

