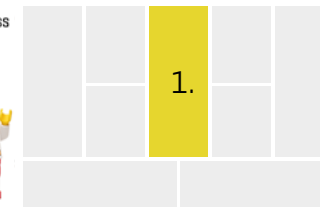




Tool: Value creation 1/2

Outcome: You understand the importance of value – it helps businesses to reach competitive advantage.

BUSINESS
MODEL
CANVAS



Brand / Image

Creates emotional associations and promises functionality and quality. Brands positively shape customers' expectations.

Reliability

Meets customers' expectations during the time specified. Product or service offers the aspects it is intended to offer.

Accessibility / Usability

Ensures that customers are able to access and use the products or services regardless of their location, background or life situation.

Comfort / Safety

Enhances customers' well-being or feeling of comfort and safety.



Tip: You can find topics related to customer understanding from the next page. Creating value to customers is crucial in business activities.

Toolkit 3: Customer understanding

Toolkit
Start

Table of
Contents

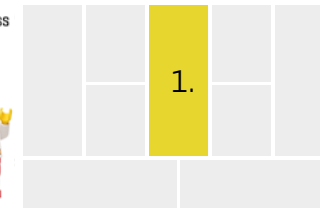


Co-funded by the
Erasmus+ Programme
of the European Union





Tool: Value creation 2/2



Getting the job done

Value is created through understanding customers' needs. What do you offer to customers? What can you offer in the future?

Performance

What is the performance of the product or service in the long-run? Does it function as promised? How could the performance be enhanced?

Risk reduction

Risk management ensures that risks and challenges are dealt with in accordance to management actions and operations of the business.

Price

Value of a product or service must consider the quality and the overall price paid by the customer. Operations must be cost effective in relation to design, production, marketing and sales.



Tip: Put yourself in customers' shoes. How can you communicate value to customers? Do it right!

