**Изпит (Бизнес Модели и Стратегии)**

***I. Разбиране на Бизнес Модел Canvas***

1. Дайте пример за 3 възможности във всеки квадрант от бизнес модел Canvas и по една стратегия за иновация в този квадрант (Упражнение 1 – видео)

* Value Propositions (Стойностно предложение)

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* *Customers (Клиентски сегменти)*

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* Channels (Канали за дистрибуция)

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* Customer Relationships (Връзки с клиенти)

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* Cost Structure (Структура на разходите)

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* Revenue Streams (Монетизация)

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* Key Activities (Ключови дейности)

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* Key Resources (Ключови ресурси)

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* Partner Networк (Ключови партньори)

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1. Изберете конкретен бизнес, за който да опишете неговия бизнес модел.

* Value Propositions (Стойностно предложение)

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* *Customers (Клиентски сегменти)*

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* Channels (Канали за дистрибуция)

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* Customer Relationships (Връзки с клиенти)

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* Cost Structure (Структура на разходите)

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* Revenue Streams (Монетизация)

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* Key Resources (Ключови ресурси)

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* Partner Networк (Ключови партньори)

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***II. Използване на инструменти за анализ***

1. Опишете неговото USP или USP на негова Бизнес Единица (BU) (използвайте бизнеса от предходното упражнение)

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1. Според 5-те сили на Портър какви биха били заплахите пред този бизнес.

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Сила 2: ...........................................................................................................................

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Сила 3: ...........................................................................................................................

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Сила 4: ...........................................................................................................................

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Сила 5: ...........................................................................................................................

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**III. Бизнес стратегии**

1. Според матрицата на Конкурентните стратегии на Портър в кой квадрант се намира този бизнес (BU), каква е най-подходящата стратегия и защо?

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