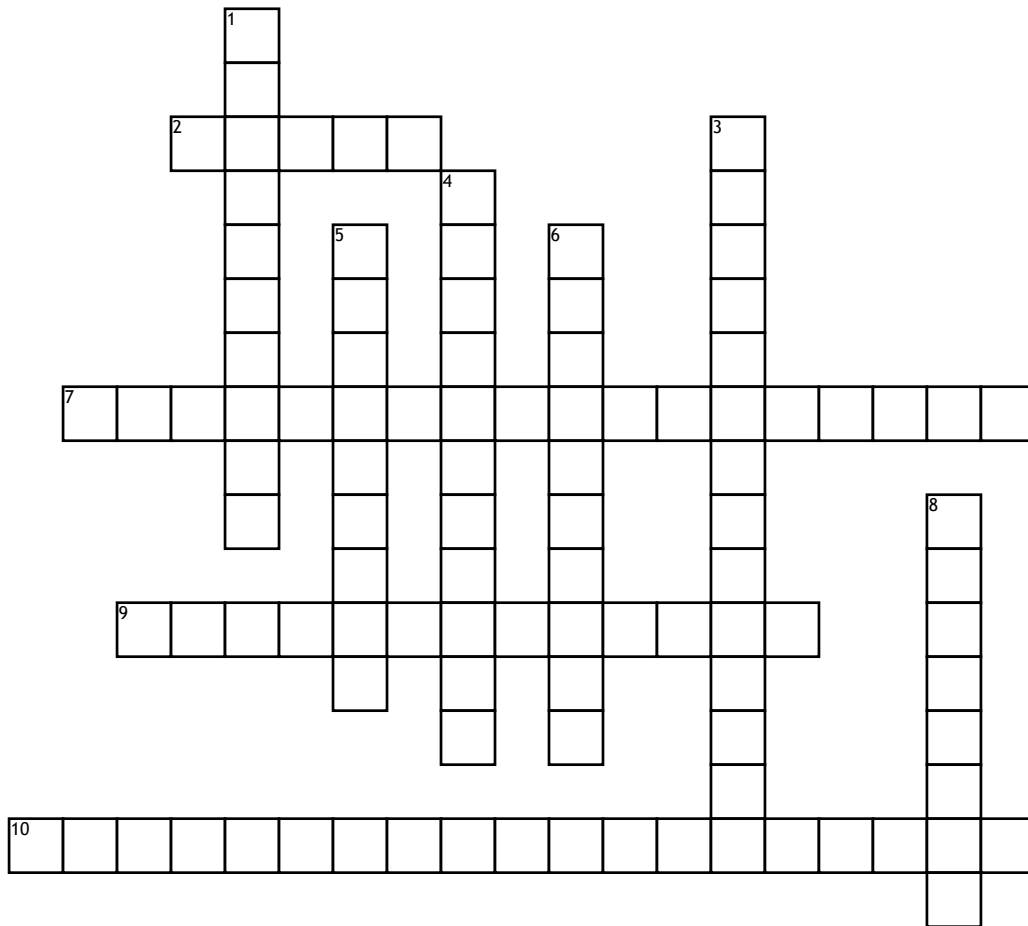


Name: _____

Date: _____

Business Model Canvas



Across

- 2. Marketing strategy that can create an emotional attachment to your product(s).
- 7. Tells the story of the customer's experience and outlines every point of contact with the business.
- 9. The most important things a business must do to make a business model work.
- 10. The points at which the business has customer contact, from before to during and after the purchase.

Down

- 1. Operation where a group of people answer phone calls and offer help-often part of an outsourced customer service.
- 3. internship in which a technical or trade skill is taught.
- 4. Public promotional message paid for by an identified sponsor or company
- 5. Process of buying and selling goods online.
- 6. Use of machines to perform tasks normally performed by people
- 8. Reasons customers choose to buy a product.

Word Bank

automation

Key Activities

e-commerce

Customer Journey Map

bland

Benefits

Customer Touchpoints

Apprenticeship

Call center

Advertising