### The Business Model Canvas - SAMPLE

**Key Partners**
- Cheap Airports as “Hubs”
- Car Rental Companies
- Hotels
- Insurance
- Web Search Engines – (e.g., Kayak, Expedia)

**Key Activities**
- Fly and Maintain Fleet of Planes
- Book Flights; Process Payments
- Hire and train Staff
- Market

**Value Proposition**
- Cheap Flights
- No Frills

**Customer Relationships**
- Web: automated searches; Impersonal
- Counter and in-Flight: Friendly, can-do attitude

**Customer Segments**
- Travelers on a Budget

**Key Resources**
- Single Aircraft Model (e.g., 737’s)
- Branding
- Large Inventory of Aircraft Model Parts
- Maintenance staff knowledgeable about Aircraft Model
- Enthusiastic, Friendly customer-facing staff

**Channels**
- Call Centers
- Web
- In-person (Counter & In-flight)

**Cost Structure**
- Purchase Planes and Equipment
- Maintenance
- Labor Costs/Staff Training Costs
- Airport Fees
- Call Centers
- Insurance
- Marketing Costs

**Revenue Streams**
- Airline Tickets
- Fees for Extra Services: e.g., Early Loading, Meals

Source: [www.businessmodelgeneration.com](http://www.businessmodelgeneration.com)