

The Business Model Canvas - SAMPLE

Team or Company Name:
LOW COST AIRLINES - SOUTHWEST

Key Partners <ul style="list-style-type: none"> • Cheap Airports as “Hubs” • Car Rental Companies • Hotels • Insurance • Web Search Engines – (e.g., Kayak, Expedia) 	Key Activities <ul style="list-style-type: none"> • Fly and Maintain Fleet of Planes • Book Flights; Process Payments • Hire and train Staff • Market 	Value Proposition <ul style="list-style-type: none"> • Cheap Flights • No Frills 	Customer Relationships <ul style="list-style-type: none"> • <u>Web</u>: automated searches; Impersonal • <u>Counter and in-Flight</u>: Friendly, can-do attitude 	Customer Segments <ul style="list-style-type: none"> • Travelers on a Budget
	Key Resources <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Call Centers • Web • In-person (Counter & In-flight) 	
Cost Structure <ul style="list-style-type: none"> • Purchase Planes and Equipment • Maintenance • Labor Costs/Staff Training Costs • Airport Fees • Call Centers • Insurance • Marketing Costs 			Revenue Streams <ul style="list-style-type: none"> • Airline Tickets • Fees for Extra Services: e.g., Early Loading, Meals 	