

Business models and planning

[Business](#)



Business Models and Planning Canvas framework Compare the Business Models between Airbnb, Crosby Street Hotel and Motel 6

Airbnb

Motel 6

Crosby Street Hotel

Customer segment

Segmented into personal and business travelers.

Also segmented into personal and business travelers.

Segmented into business travelers unlike the two.

Channels

Different channels are used to acquire customers. They are online ads, PR and word of mouth.

Channels used to acquire customers are through different advertising campaigns in social media, ads and media houses.

Uses advertising channels and word of mouth to attract customers.

Customer relationship

Two type of customers, owners and renters. And the relationship with both is of utmost importance (Daidj, 2015).

Customer relationship is good as they have effective communications with different customers through mass market advertising. They deal with renters.

A strong customer relationship who are renters. They offer various deals to their customers.

Revenue streams

Generated through commissions from renters and commissions from owners.

Generated through intelligent capital investment.

Revenue stream is personal from the owner.

Value proposition

The core value involves possessing an asset which has not been fully utilized and enabling owners to make from it.

To provide “ a clean, comfortable room for the lowest price of any national chain”

Provide products which are in accordance to customer specifications or dates.

Key activities

Their key activities includes marketing, developing products and community management of home owners.

Key activities includes marketing, developing products and distributions and sales.

Key activities includes marketing and product development.

Key resources

Ability to obtain funds from silicon valley for investment purposes.

Ability to produce basic products with high uniformity.

Ability to obtain high profile customers who value taste for the money.

Key partners

And cost structures

The major partner is tourism ministries in different countries. The cost structure is cost driven as they try as much as possible to minimize their costs (Daidj, 2015).

Cost structure is costs driven as they minimize on their expenditure to

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accrue profits from product sales. Key partners involve the transport ministries in different states.

Key partners are the Crosby Street and other private agencies like tourism.

Cost structure is not cost driven as they use resources to earn more resources.

Question 2

In my opinion, among the three companies, Airbnb has the strongest business model because of the effectiveness and interest shown in all sectors of every model. They give undivided attention to all major operational sectors hence creating value to all major stakeholders involved (Daidj, 2015).

Reference

Daidj, N. (2015). Developing strategic business models and competitive advantage in the digital sector.