



Module III Business

Business mode
creation
Course

Topic Introduction

Lesson 1: Key partnerships



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IN THIS LESSON, WE WILL LEARN...



The meaning and the importance of
creating key partnerships



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1. What are the key partnerships

The key partnerships describe the network of suppliers and partners that make the business model work



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2. Important factors when developing key partnerships

Proper partnership agreements

Setting expectations

Choice of partnerships

Win-win status: for a partnership to be sustainable, there must be visible profits and from both sides

Impact on our customers



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3. Key steps



3. Key steps

When creating a partnership, it is cost effective to analyze the nature of the partnership based on the following key questions



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3. Key questions



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