



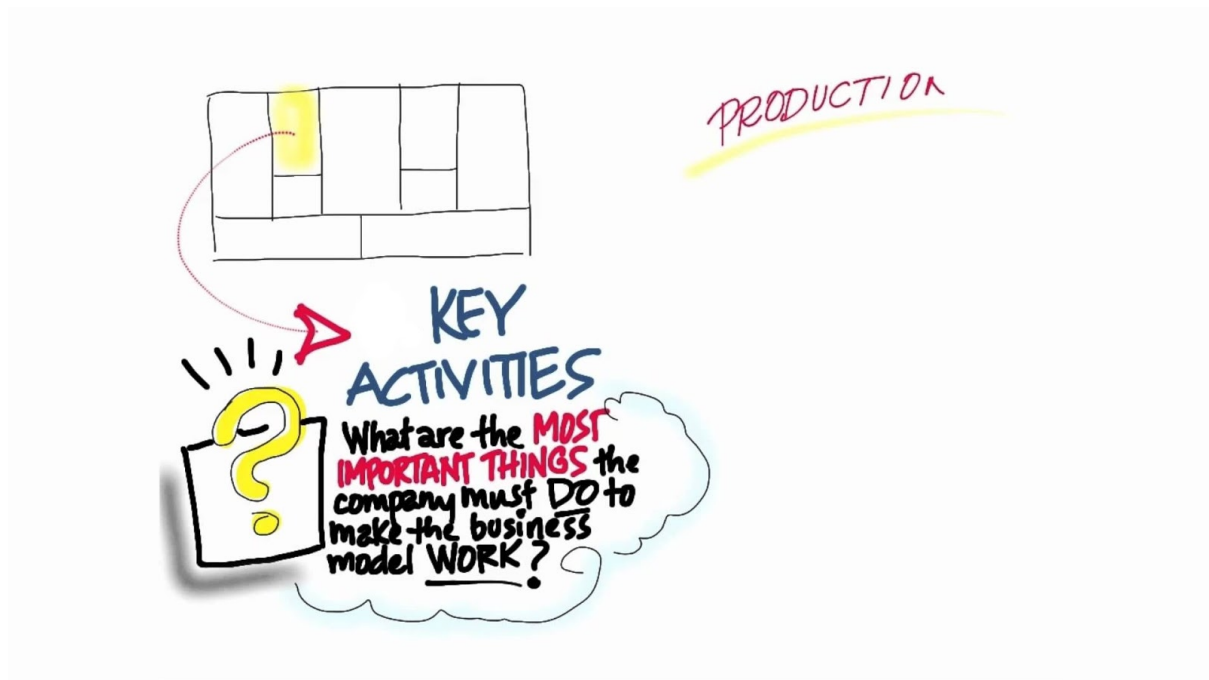
LESSON CONTENT TEMPLATE

 <p>Erasmus+</p>	<p>Project funded by: Erasmus+ / Key Action 2 - Cooperation for innovation and the exchange of good practices, Knowledge Alliances.</p>
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Lesson 2 Key activities

Key Activities include the most important things a business needs to do to operate the business model.

In order for a business to become successful it must perform key activities that are driven by its business model.



When planning key activities, it is important to know the answers to the following questions:

1. What kind of activities are vital to your business?
2. What kind of activities are vital to your distribution channels?
3. What kind of activities are important if you want to maintain your relationships with our customers?
4. What kind of activities are fundamental to your revenue streams?

Some typical key activities commonly used by most organizations are listed below:

- Research & Development
- Production
- Marketing
- Sales
- Customer Service