

IN THIS LESSON, WE WILL LEARN...




The meaning and the importance of
developing key resources



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1. What are the key resources


Key resources describe what is necessary for the success of a business

Every company  must have access to resources. The collection of the necessary resources significantly affects the success of a business or, conversely, their lack.



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2. Key resources




Key Resource

What Key Resources do our Value Propositions require?
Our Distribution Channels? Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES
Physical
Intellectual (brand names, copyrights, data)
Human
Financial



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3. Key resources

The most important resources that a business needs to implement its business models are classified in four basic categories of key resources



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3. Key resources

Materials. E.g. facilities, fixed equipment, points of sale

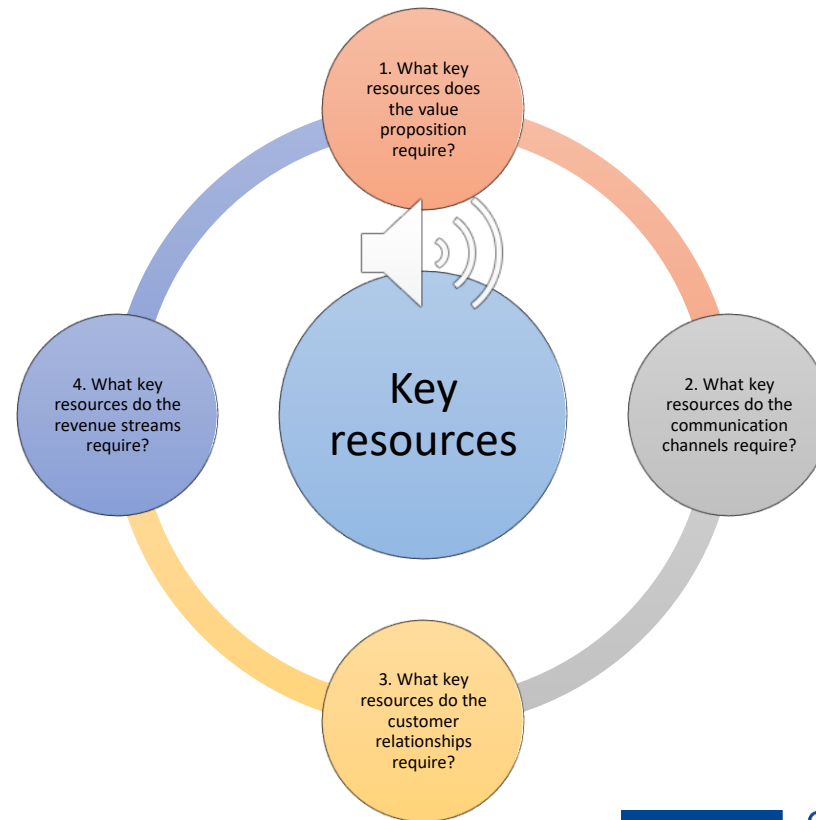
Intangibles. E.g. brands, client relationships, reputation.

Human.

Money. Every business needs a fund to start and to work.



3. Key resources



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