

Change up! 지역의 변화와 혁신을 응원합니다!

로컬 챌린지 프로젝트

주제: 비즈니스 모델링

강사명: 김 동헌 (에피투스 컨설팅)

1. '업'의 정의
2. 고객 니즈 (기능적 니즈 및 감성적 니즈)
3. 차별화
4. 전문 역량
5. 목표 고객
6. 사업 모델 설계 도구
7. 창업 팀의 끈기와 열정



Business Profile (사업 프로파일)







초등학생
가족

→ 누구에게?

교육 효과가 있는
가족 여행/체험

→ 어떤 니즈?

농사 체험
생태 체험
농가 민박

→ 무엇을?

(농촌) 자연 환경
체험/민박 시설

→ 어떤 자원?

아기가 있는
기혼 여성

→ 누구에게

편리한
에너지 재충전

→ 어떤 니즈?

캔 음료수
우아한 디자인
여성적 브랜드 네임
핸드백에 들어가도록

→ 무엇을

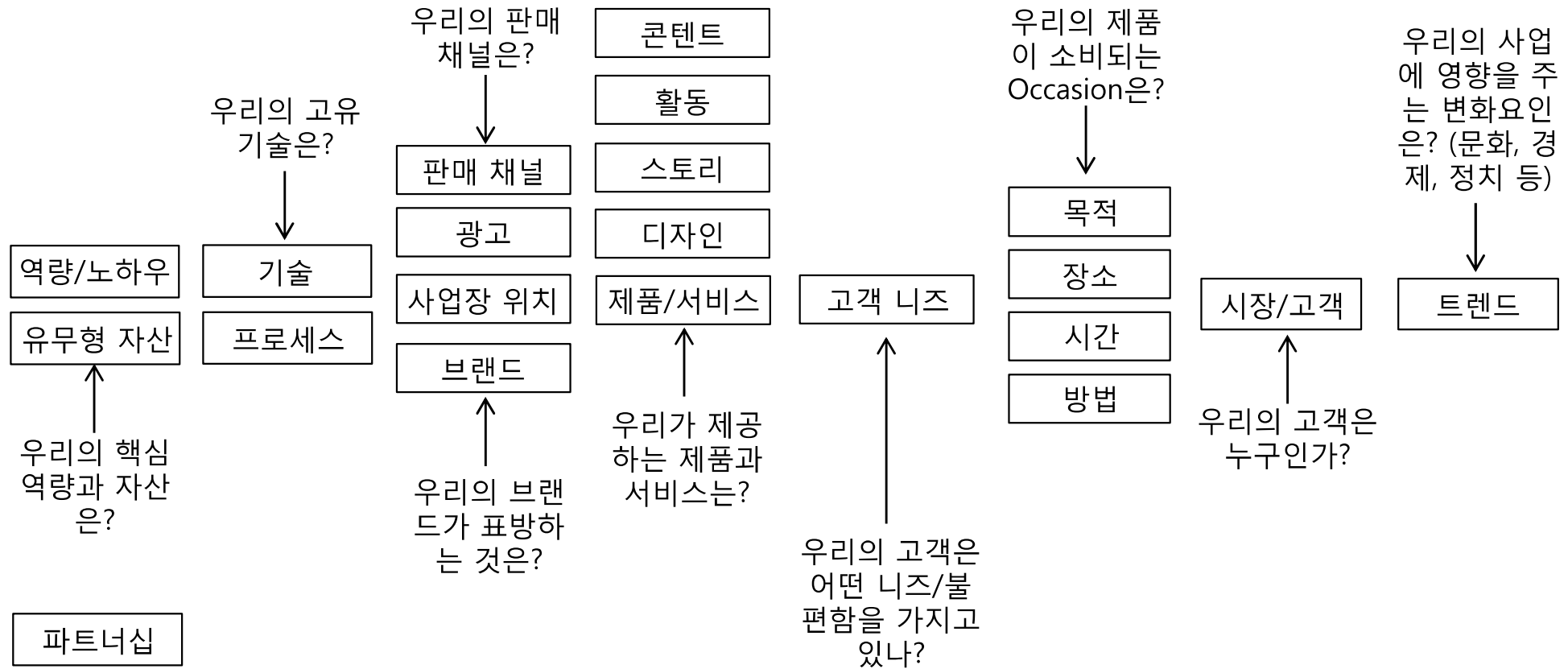
외주 생산
슈퍼 마켓

→ 어떻게 (구매-생산-판매)

Business Profile (사업 프로파일)



Business Profile (사업 프로파일)

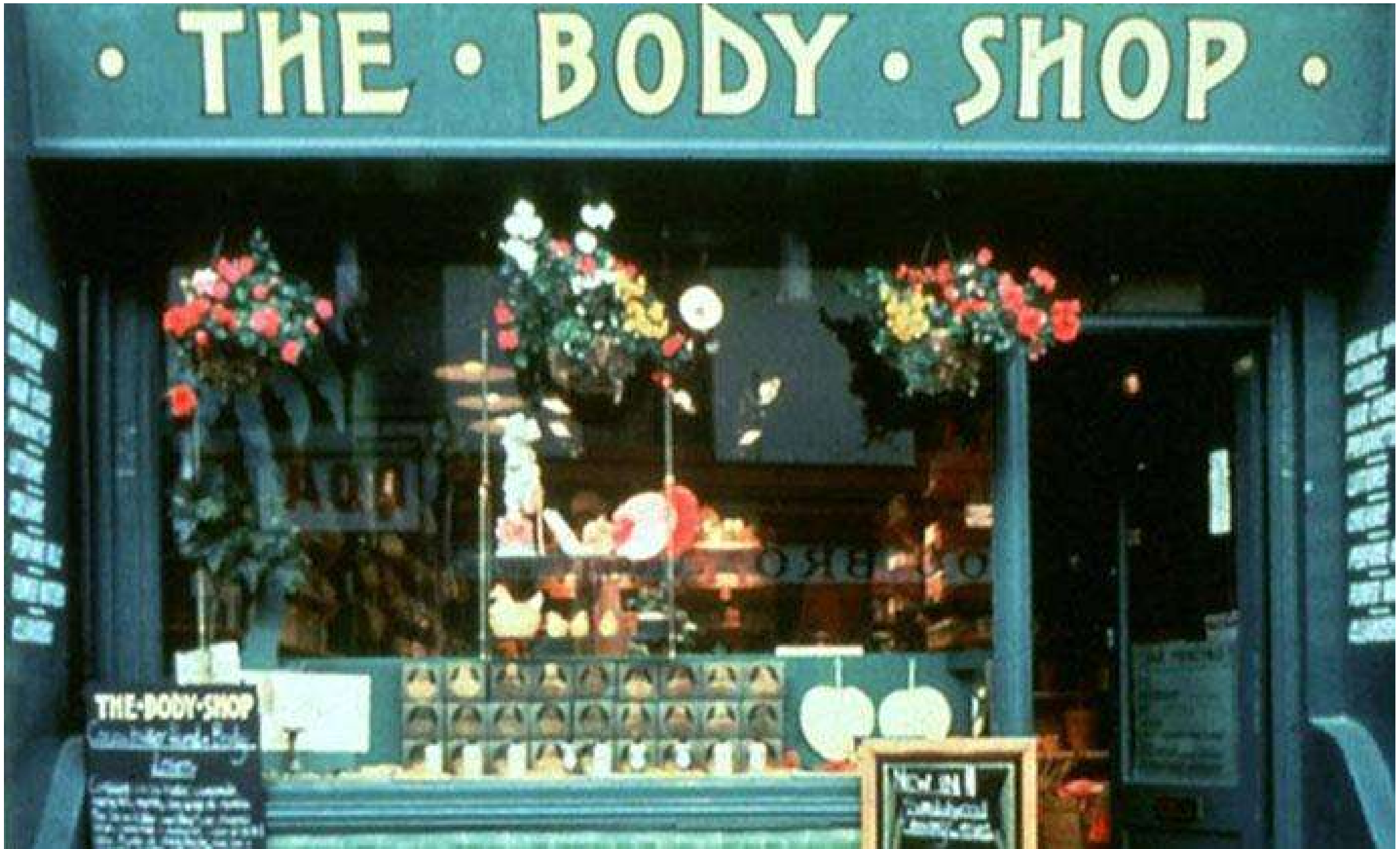


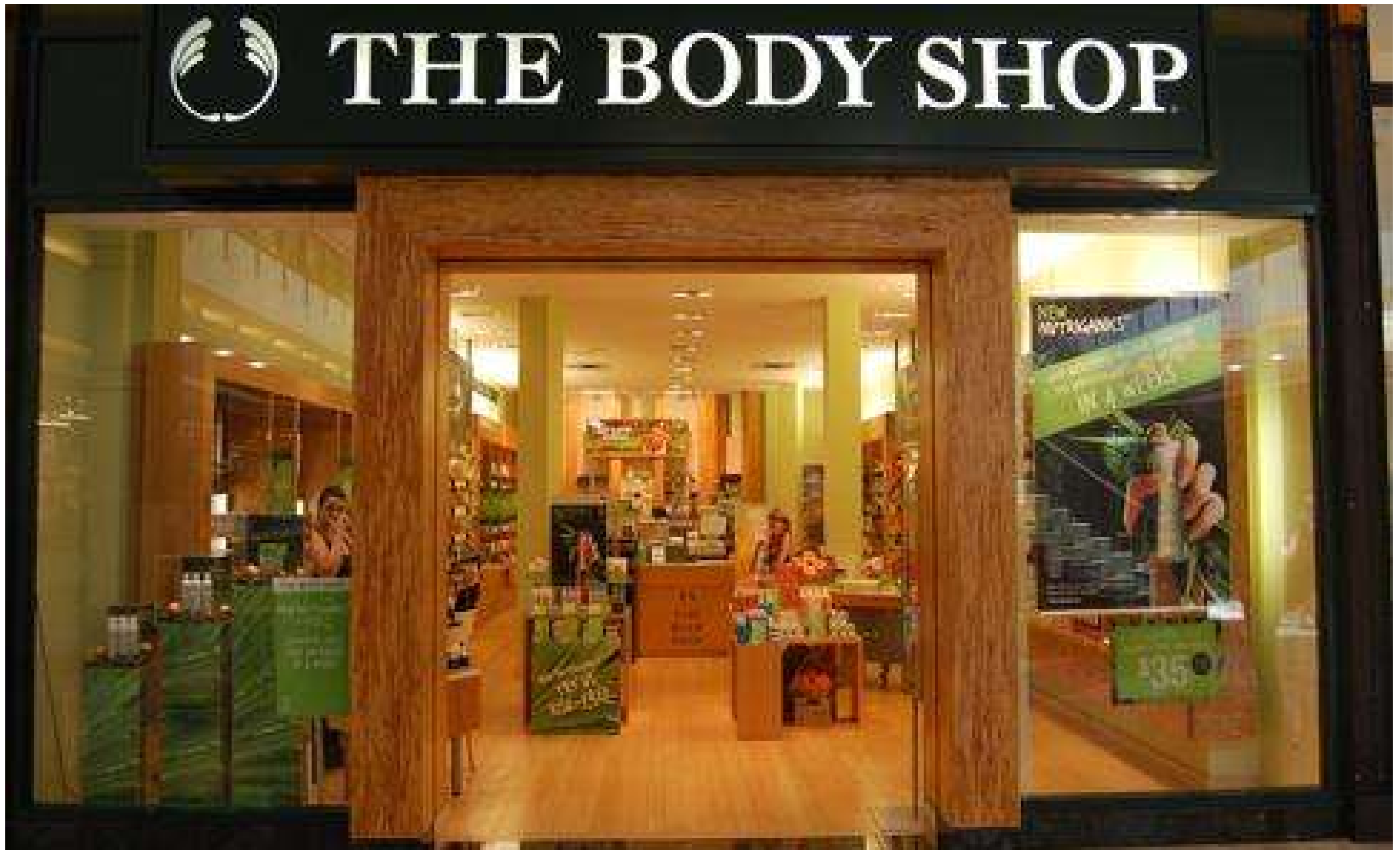
- 친환경
- 공정무역
- 실업률 증가
- 부의 편중
- 치유 (힐링)
- 일인 가구 (만혼, 이혼)
- 출산율 감소
- 수명 증대

사업 기회?

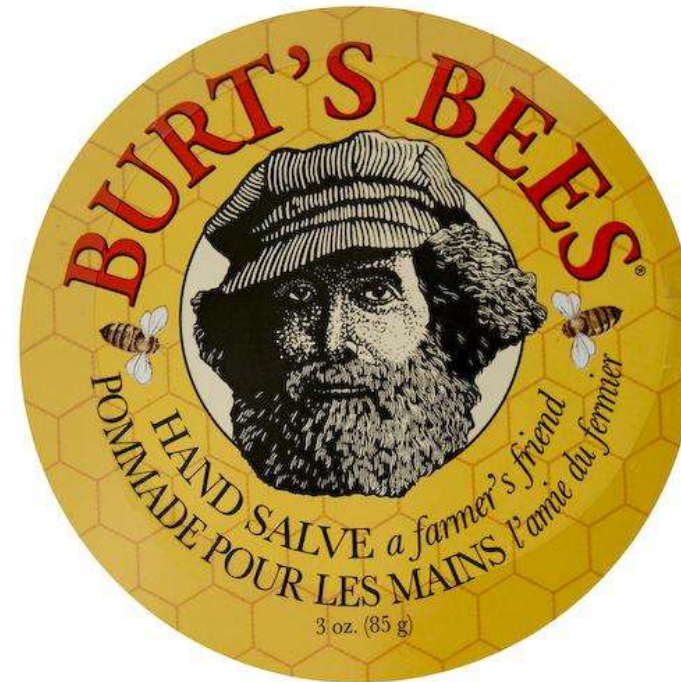
고객 가치?

고객 인식?

















바바라 원피스
178,000 |
₩124,600

30%



컬러 콤비 드레스
178,000 |
₩124,600

30%



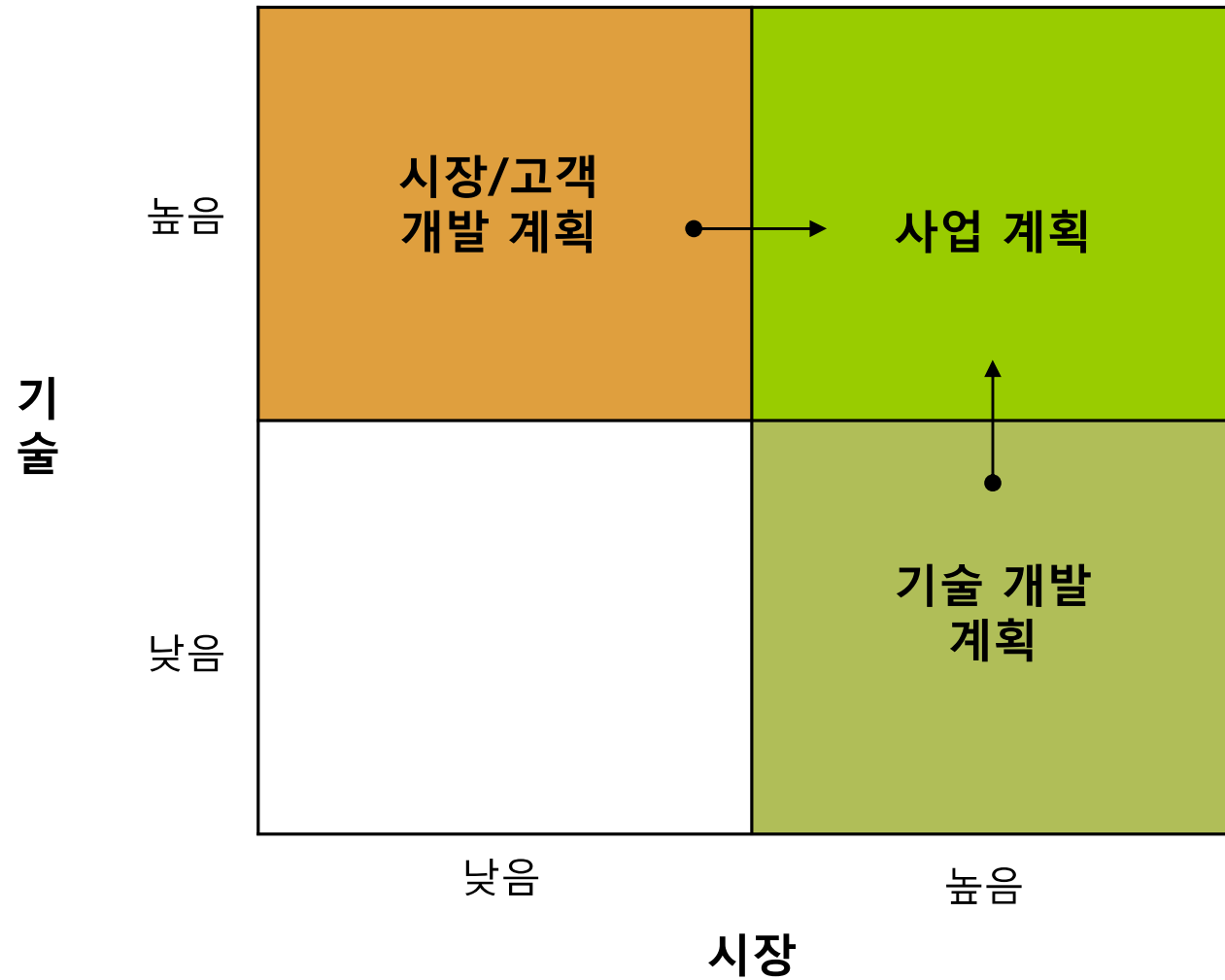
배색 튜닉 원피스
158,000 |
₩110,600

30%



이중 오비 바지
78,000 |
₩54,600

30%



- 성별
 - 나이
 - 직업
 - 소득
 - 가족 구성
 - 자녀의 장래에 대한 희망
 - 주거 형태
 - 취미/레저 (남자)
 - 화장품 브랜드/코디 스타일 (여자)
 - 식료품 사는 곳
 - 쇼핑하는 곳
 - 기타
- 업종
 - 규모
 - 예산
 - 용도

우리의 제품/서비스에
관심을 가질까?





나이 : 20대

성별 : 여성

직업 : 학생

이사 경험 : 4-6회 이상

혼자 산 경험 : 0-3회

Key Characteristics

- 이사 경험이 많지 않고 혼자 산 횟수가 적음
- 물건 양이 많고 거리가 멀지만, 이사는 저렴하게하기를 원함
- 내 물건은 귀중품 정도만 제외하면 프라이버시에 관대한 편

Goals

- 물건을 안전하게 배달해주는 것 외에도, 다양한 서비스를 원함 (다양한 옵션, 견적서비스, 신속한 예약처리)

Behaviors

이사 경험



저희 등, 혼자 산 경험



이사 예산에 대한 민감도



이사 거리

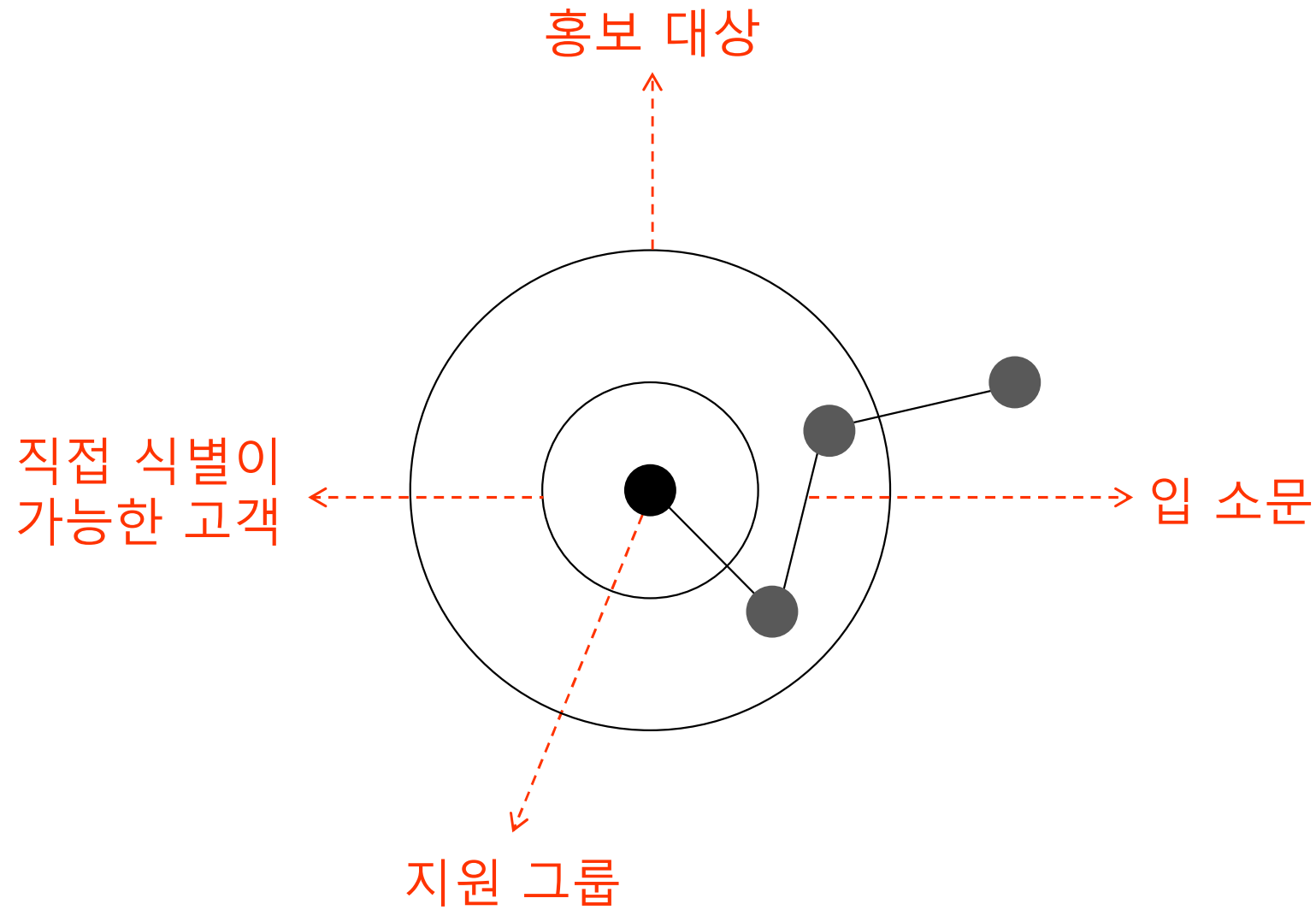


보유 물건 양



목표 고객의 파악 - 시장 세분화

	Segment A	Segment B	Segment A		Segment C	
	Submarket a	Submarket b	Submarket c	Submarket d	Submarket e	Submarket f
Attribute 1		●			●	●
Attribute 2	●	●	●	●	●	●
Attribute 3	●		●	●		
Attribute 4		●				
Attribute 5	●		●	●		
Attribute 6		●				



기능적 니즈

- 성능
- 내구성
- 속도
- 편리함
- 위생
- 맛
- 경제성

- 가격

및

감성적 니즈

- 친밀감
- 재미, 흥
- 모험, 용기
- 열정
- 의지
- 세련됨

- 돋보임

※ 불편함 / 불만



(FedEx)



(Amazon.com)



(퀵 서비스)



(Brita)



(꾸러미)



(쥬스 떡볶이)



(Yellow Tail)

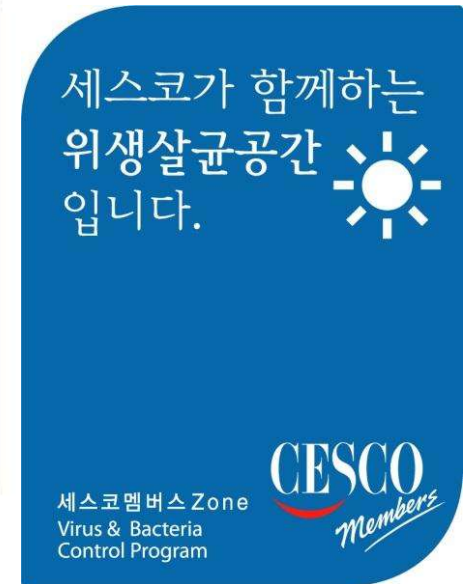




(풀무원)



(세스코)



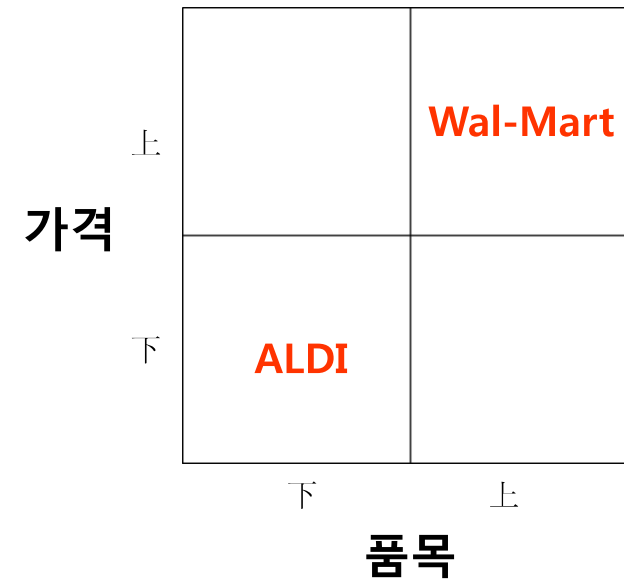


(디젤 자동차)



(다이소)

기능적 니즈 - 경제성/가격



기능적 니즈

- 성능
- 내구성
- 속도
- 편리함
- 위생
- 맛
- 경제성

- 가격

및

감성적 니즈

- 친밀감
- 재미, 흥
- 모험, 용기
- 열정
- 의지
- 세련됨

- 돋보임

※ 불편함 / 불만

기능적 니즈



(Smirnoff)

감성적 니즈



(Absolut)



기능적 니즈



(Johnson's)

감성적 니즈



(Natura)

Shantala Massage

Ativando a barriga (com o uso do óleo)

Os movimentos nesta região facilitam o funcionamento dos intestinos e a eliminação dos gases, trazendo alívio para as cólicas. A direção da massagem é sempre do peito para baixo e, nos movimentos circulares, o sentido é horário, acompanhando o caminho natural das fezes e gases no intestino.

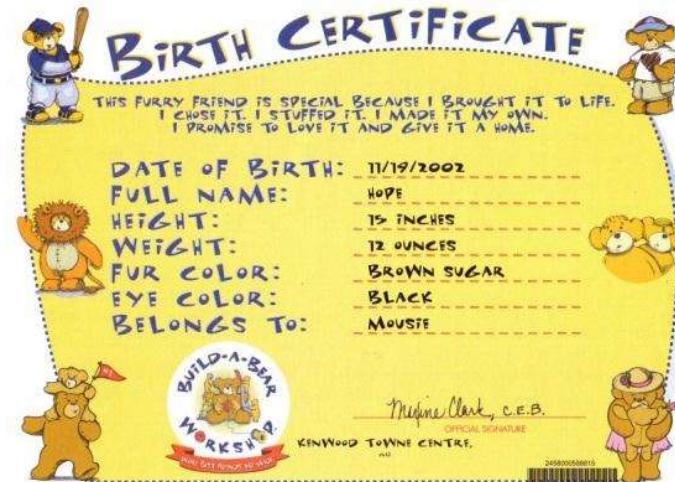
Para ativar a barriguinha do seu bebê, faça o seguinte:

Coloque uma das mãos na base do peito do bebê e deslize-a até a parte inferior da barriga. Quando uma mão termina o trajeto, a outra recomeça, num movimento de ondas. 9

Segure os tornozelos do bebê e, com as pernas elevadas, repita o movimento anterior usando o seu antebraço. 10

Faça movimentos circulares, no sentido horário, com as suas mãos ao redor da barriga do bebê. 11





(참고) 테디베어 뮤지엄 (제주도)



기능적 니즈



(Helio)

감성적 니즈



(Virgni)









고객 니즈 - 감성적 니즈 > 열정

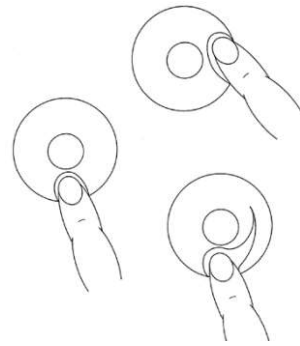


고객 니즈 - 감성적 니즈 > 열정

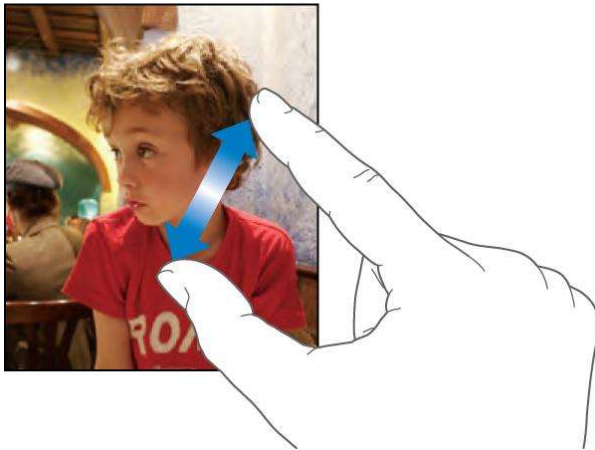








User Interface (사용자 경험)



Nintendo Wii



4

64mers.com - 2007







WESTIN
HOTELS & RESORTS



WESTIN
HOTELS & RESORTS







NOT A CROWD IN THE SKY.



**TWA's 747 AMBASSADOR CLASS* TO EUROPE.
MORE ROOM TO SIT. MORE ROOM TO WORK. MORE ROOM TO RELAX.**

If you're flying on business, TWA's Ambassador Class to Europe and the Middle East is a great way to go.

It's a business class in a class by itself—a separate, roomy cabin with just six seats across. So you'll never be caught in the middle.

And the seats are designed with your comfort in mind—bigger and wider, with more recline than coach. So there's more elbowroom to work, more legroom to stretch out and relax.

And in TWA's Ambassador Class, you get a lot more than a roomy cabin. In addition to complimentary cocktails, your meal includes an appetizer, a choice of three entrees (served on fine china) and a selection of international wines. And to top it off, you can sit back and relax with cognac or a liqueur.

You get special treatment on the ground, too. There's a separate check-in counter and Priority BaggageSM handling.* And if you're a member of TWA's Ambassador Club, you can take it easy in our private lounge before you take off.

And with TWA's Frequent Flight BonusSM program, when you fly Ambassador Class now through the end of the year, you'll earn 125% of the actual miles you fly.

So take TWA's Ambassador Class to Europe and leave the crowds behind.

You're going to like us 

*Available on all worldwide flights.



TWA unseats the competition.

TWA's new 747 Ambassador Class to Europe. Wider seats and more legroom than any other airline.

TWA's new 747 Ambassador Class. Now there's a business class with only six seats across instead of nine or ten. With only window and aisle seats—no middle seats. And with seats a lot wider than the usual business class seats. TWA's new Ambassador Class to Europe. Today, several of our 747's have it; by June, all of them will.

Along with the extra comfort, you'll find a lot of extras. Like a special check-in area to speed you through the airport. Free drinks and appetizers, to relax you in the air. And more. TWA's new Ambassador Class. Compared to other business classes, there's no competition.

A typical 747 business class.

You're going to like us

NOT A CROWD IN THE SKY.

TWA's 747 AMBASSADOR CLASS* TO EUROPE. MORE ROOM TO SIT. MORE ROOM TO WORK. MORE ROOM TO RELAX.

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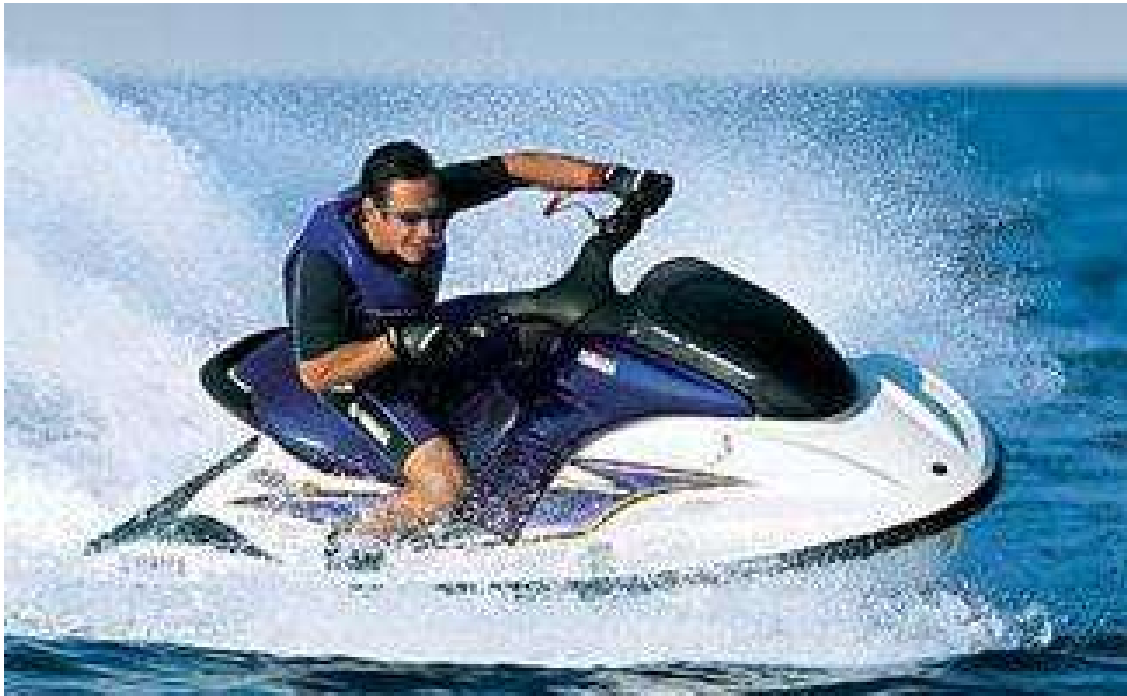
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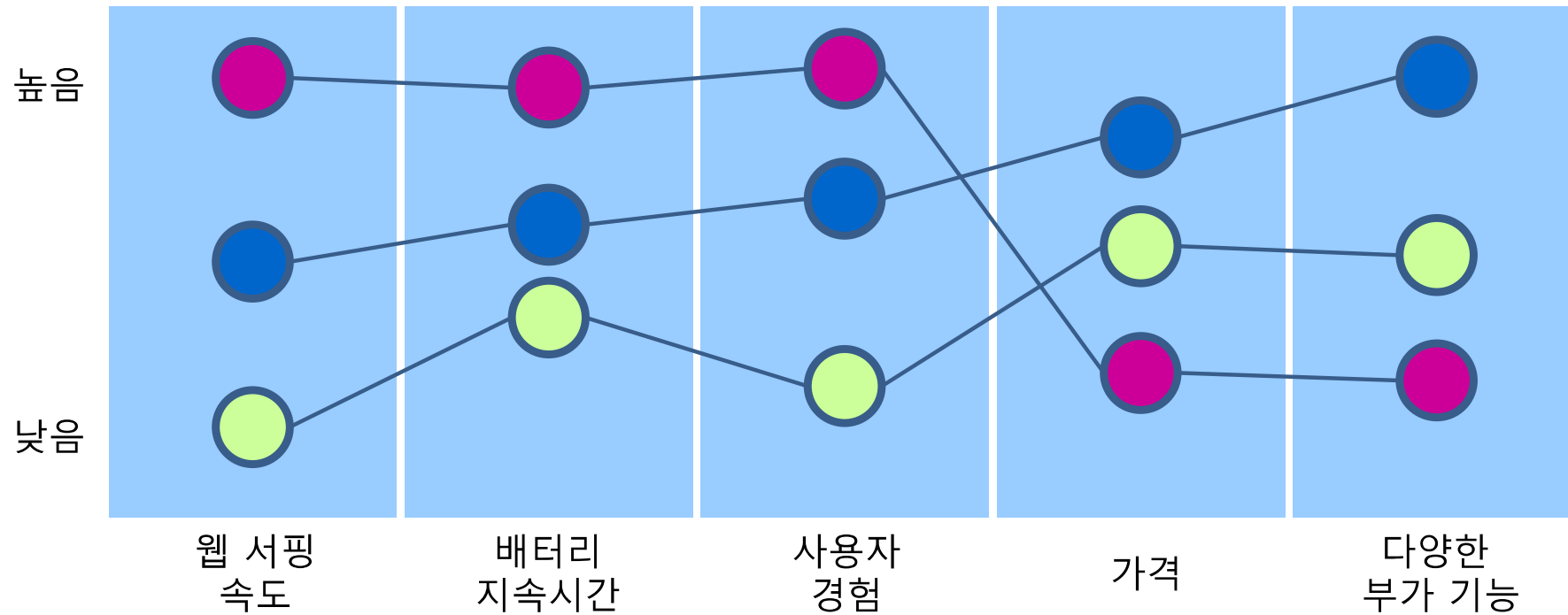
Kawasaki (Zet Ski)



고객 니즈를 최우선으로!



가치 곡선 (Value Curve)



● = Tablet

● = Notebook

● = iPad

판매 채널 – Rosetta Stone



판매 채널 – Burt's Bee







사업장의 위치 - 성심당



뉴욕서 돌아온 어묵집 손자, 어묵판을 바꾸다

(조선일보 2014.12.06)





(꾸러미)



(델 컴퓨터)

(Fast Delivery)



Canon





	인적	물적	상징적
내부			
외부			

※ 파트너십



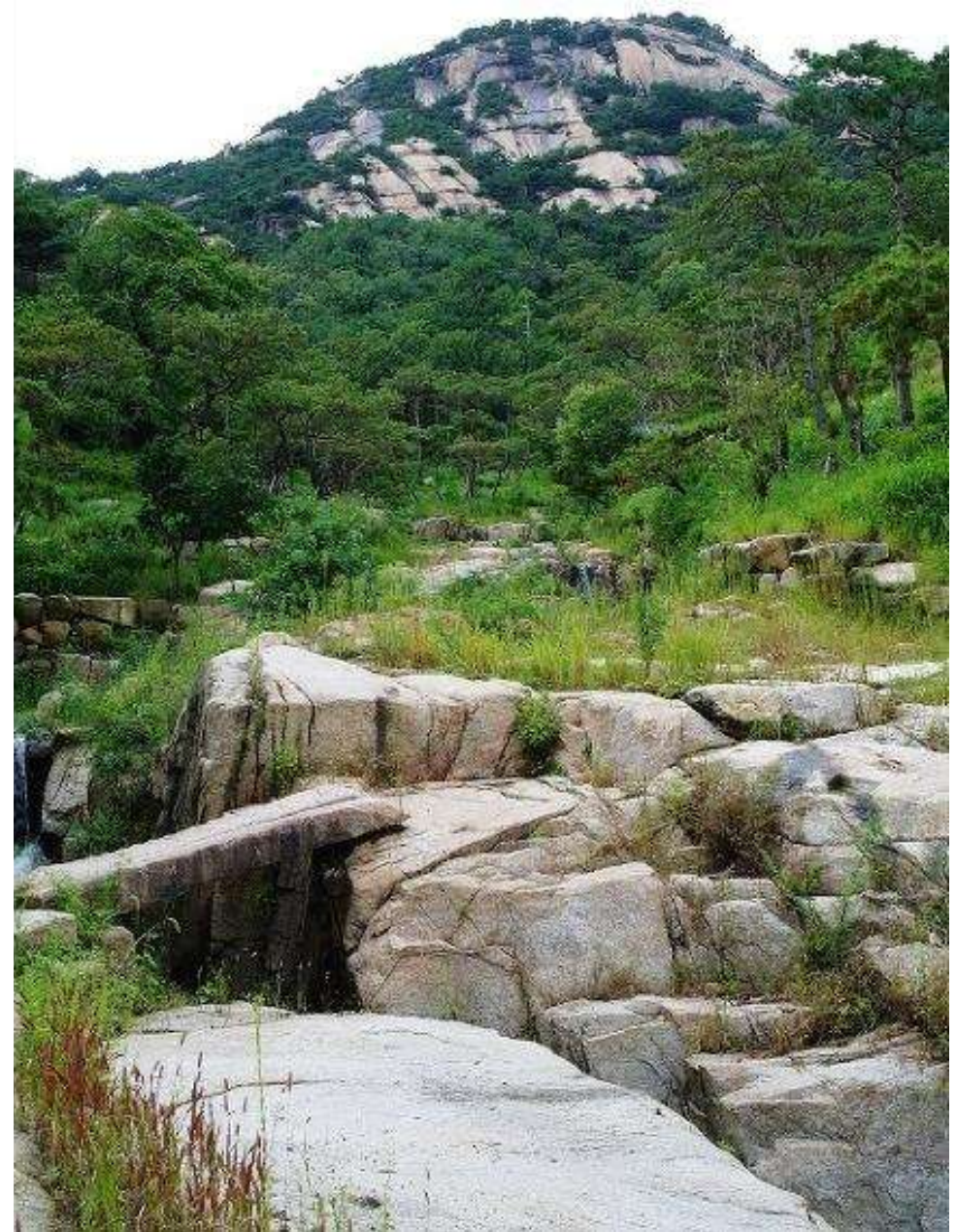
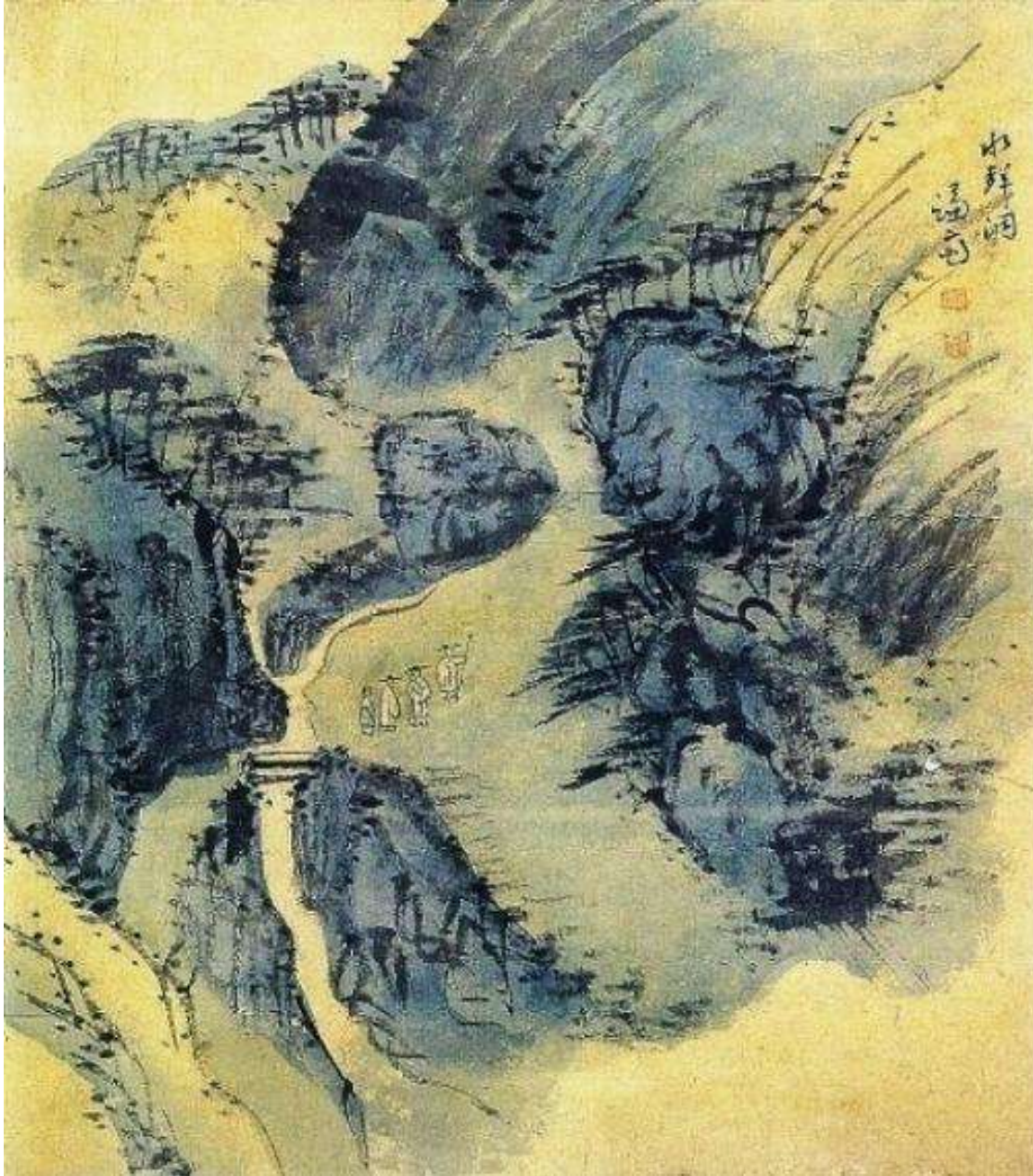
유무형 자산 - 이중섭 미술관



유무형 자산 - 철가방 극장



유무형 자산 - 수성동 계곡













유무형 자산 - 윤동주 문학관 (리모델링 후)



유무형 자산 - 윤동주 문학관 (리모델링 후)













The screenshot shows the Merck Medicus website interface. At the top left is the Merck Medicus logo with the text "provided by MERCK". To the right is the tagline "A trusted medical reference" and a phone number "888-729-4546" with a "Contact" link. Below this is a search bar and buttons for "Create an account" and "Log in". A navigation bar contains icons for Home, Medical News, Just Published, The JAMA Network, Patient Handouts, The Merck Manuals, Image & Media Library, and Conference Reports. The main content area features a "Latest updates" section with a headline "NEW - 3D ANATOMY GETS BETTER" and a description of the improved 3D Anatomy modules. A list of features includes 9 topographical 3D modules, interactive MRI slides, over 14,400 images and 525 animations, rich media resources, and case studies/quizzes. A "Discover the NEW 3D Anatomy" button is provided. To the right, there is an "E-mail Highlights" section with a "Subscribe" button and a "Just Published" section for "Access selected full-text articles from The Lancet".

Latest updates

NEW - 3D ANATOMY GETS BETTER

The improved **3D Anatomy** helps you engage with your patients and students with upgraded modules:

- 9 topographical 3D modules with dozens of interactive views
- Interactive MRI slides in 3 planes
- More than 14,400 images and 525 animations available
- Rich media resources including animations, slides and interactive 3D models
- Case studies and quizzes help to cement your knowledge

[Discover the NEW 3D Anatomy](#)



E-mail Highlights

Stay up-to-date with our weekly E-mail Highlights



[Subscribe](#)

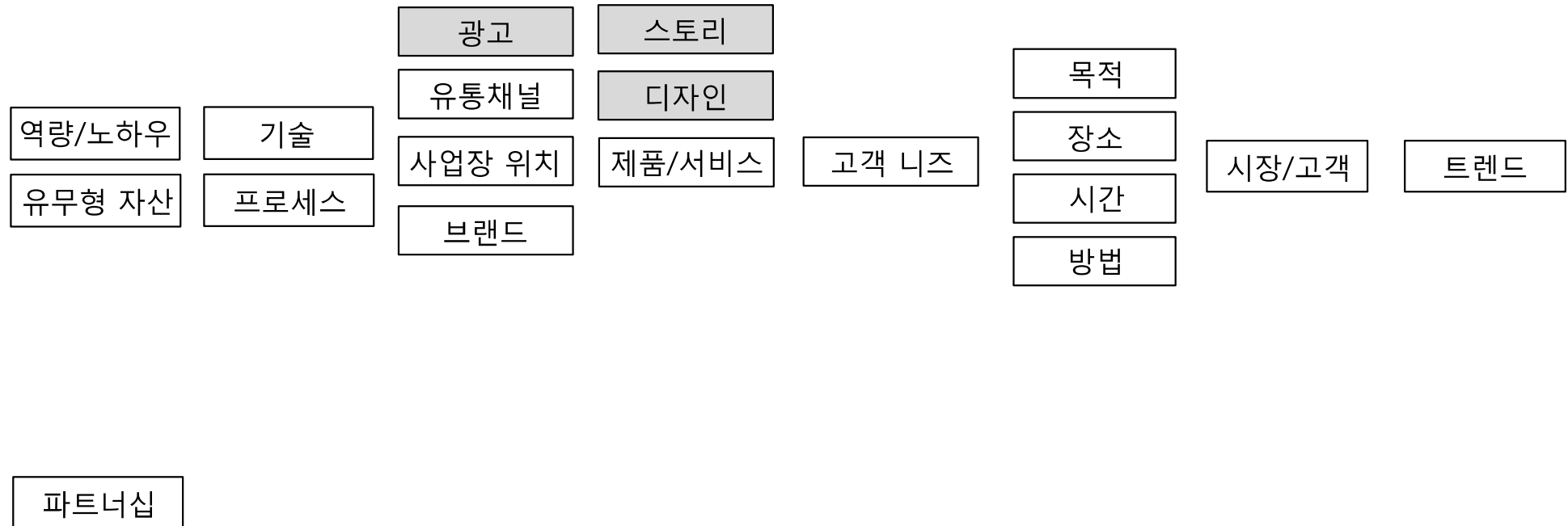
Just Published

Access selected full-text articles from *The Lancet*



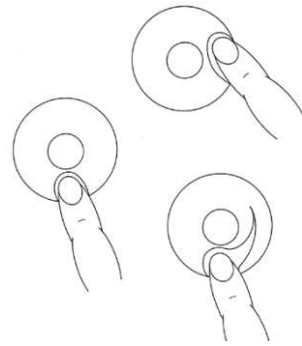
- Absolut Vodka 용기 디자인, 광고
- Build-A-Bear Workshop 프로세스
- Natura 스토리
- Prius 디자인
- Virgin Mobile 브랜드 (이미지)

Business Profile (사업 프로파일)

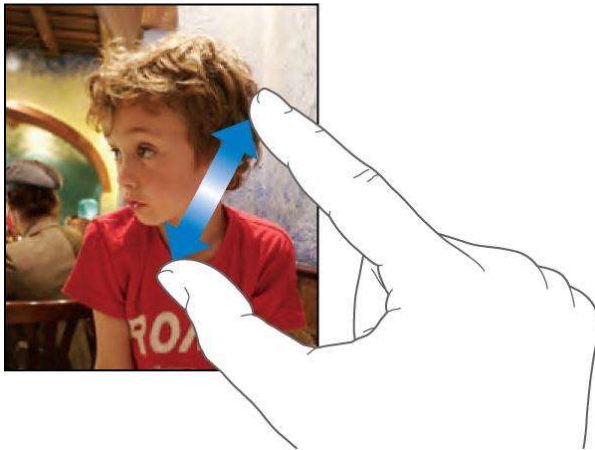


Design





User Interface (사용자 경험)



Packaging (포장)



*"Oh...and
make it happen
in time for
Macworld!"*





Accessory





Service



AppleCare Protection Plan
for iPod

Service and support from the people who know your iPod best.

Channel





Title	Artist	Album	Time	Price
Leaving the City	Roisin Murphy	Ruby Blue	04:49	\$0.99
Sinking Feeling	Roisin Murphy	Ruby Blue	03:32	\$0.99
Night of the Dancing Flame	Roisin Murphy	Ruby Blue	03:26	\$0.99
Through Time	Roisin Murphy	Ruby Blue	05:58	\$0.99
Sow Into You	Roisin Murphy	Ruby Blue	03:56	\$0.99
Dear Diary	Roisin Murphy	Ruby Blue	05:50	\$0.99
If We're In Love	Roisin Murphy	Ruby Blue	04:31	\$0.99
Ramalama (Bang Bang)	Roisin Murphy	Ruby Blue	03:35	\$0.99
Ruby Blue	Roisin Murphy	Ruby Blue	02:48	\$0.99
Off On It	Roisin Murphy	Ruby Blue	05:22	\$0.99
Prelude to Love In the Making	Roisin Murphy	Ruby Blue	00:53	\$0.99
The Closing of the Doors	Roisin Murphy	Ruby Blue	03:29	\$0.99

Single Price

One-Stop Shopping

iTunes Store

iTunes Store

Explore

Music

Movies

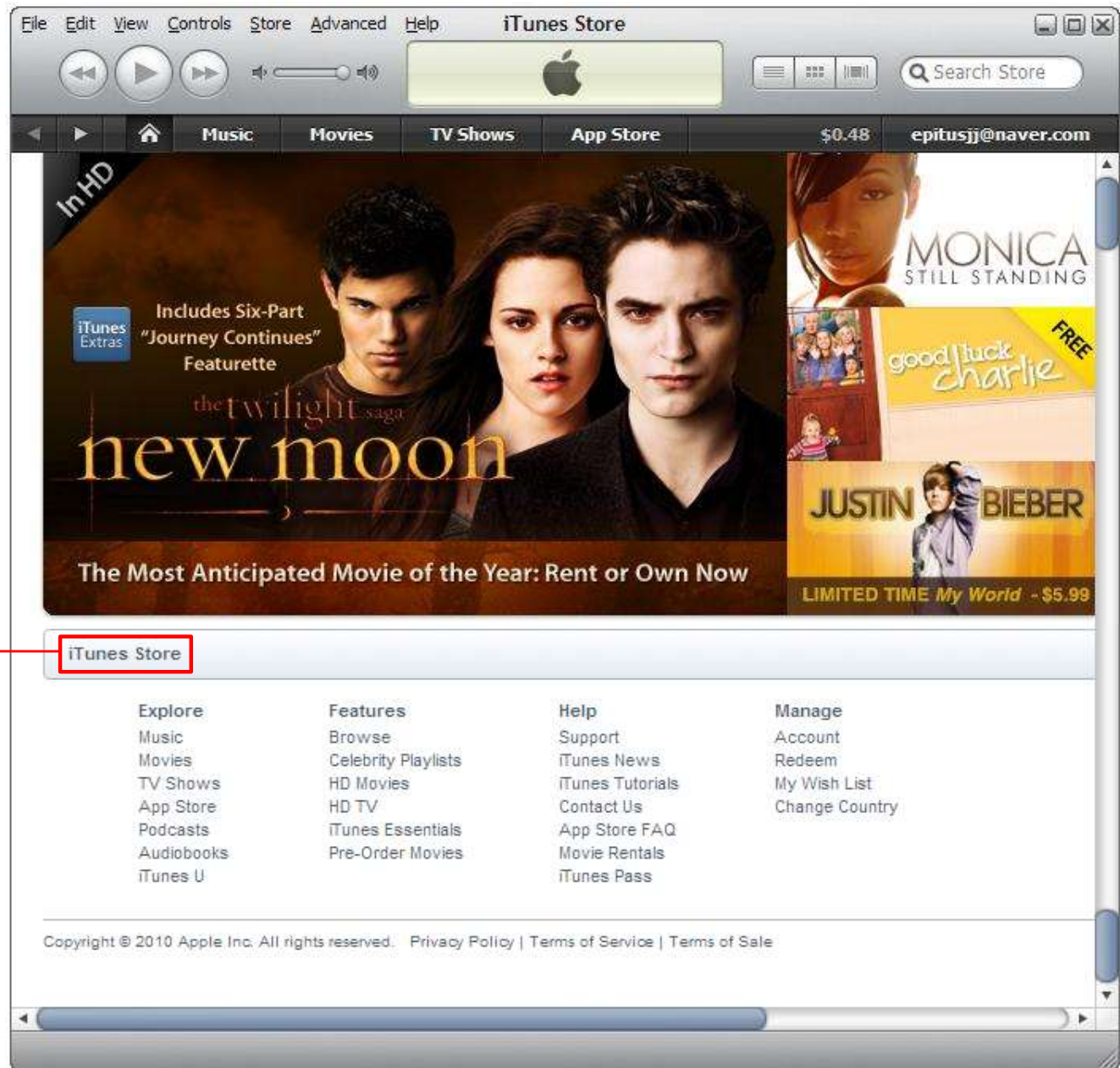
TV Shows

App Store

Podcasts

Audiobooks

iTunes U



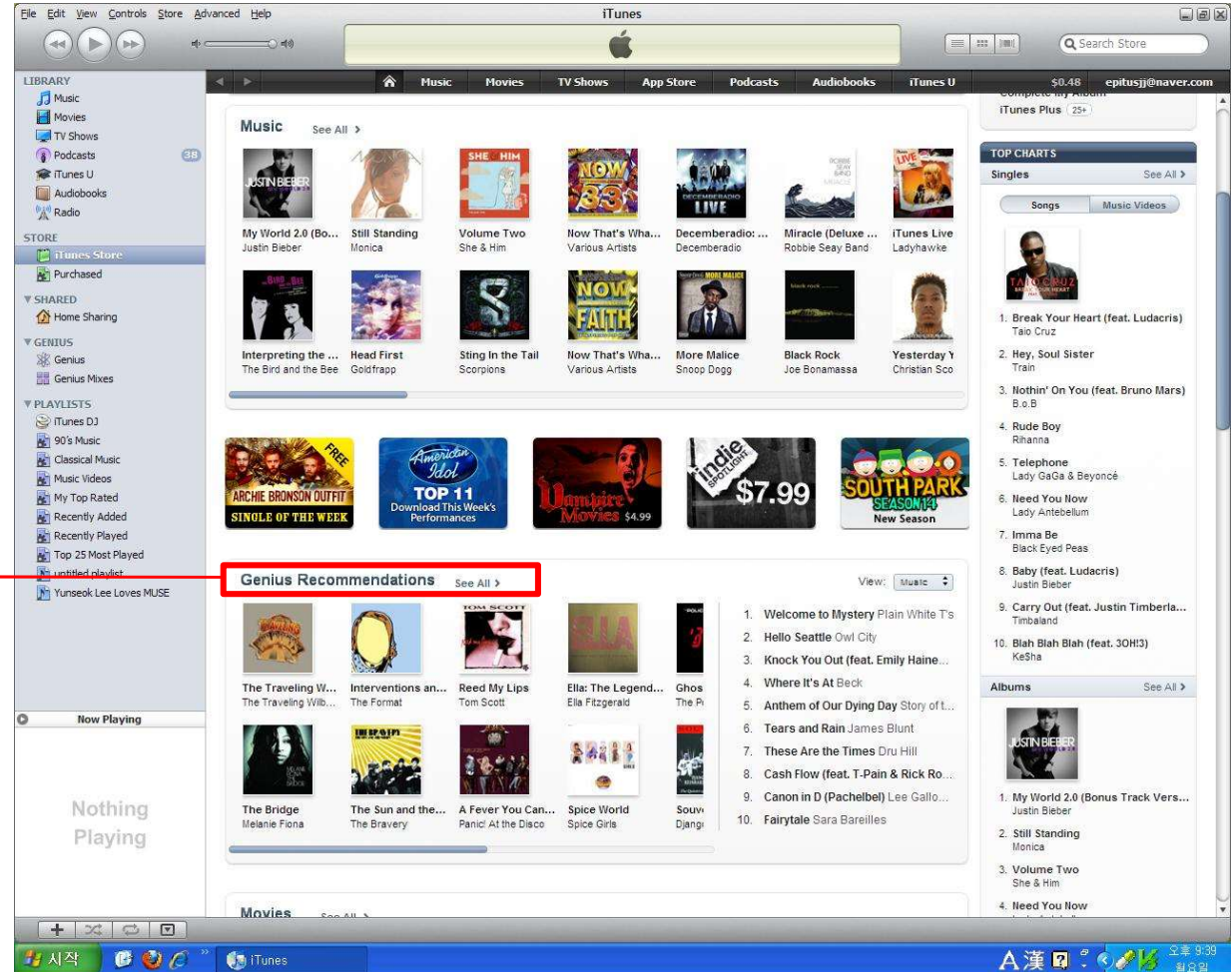
Personalization (개인 맞춤)

Genius Recommendations



Genius makes playlists from songs in your library that go great together.

To make a Genius playlist, select any song from your library and press the Genius button at the bottom of the window. Genius playlists and recommendations will get better over time, as more iTunes library information is gathered from you and other Genius users.



Partnership



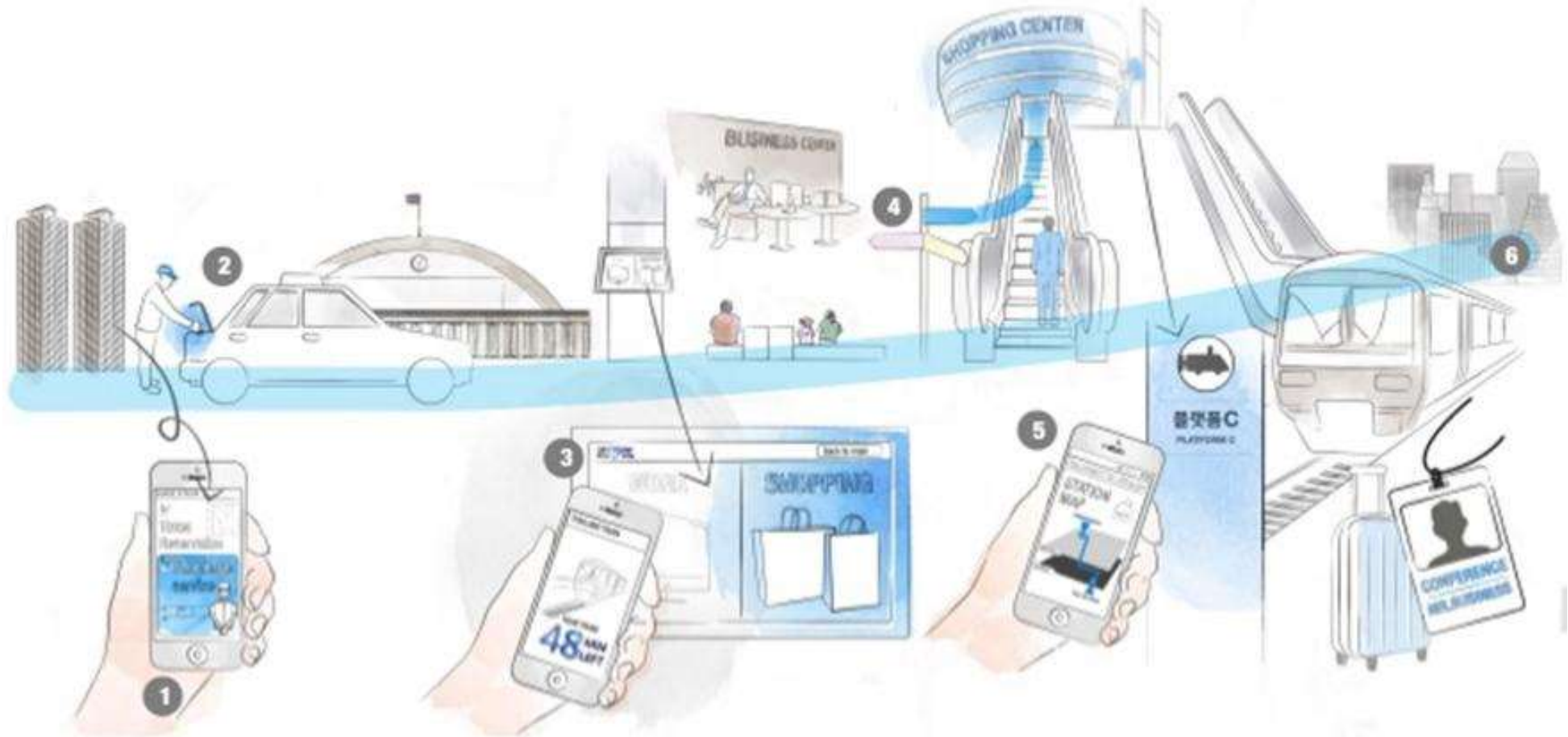
서비스 디자인 (Customer Journey)



서비스 디자인 (Customer Journey)



서비스 디자인 (Customer Journey)



- 1**

예약하기
집에서 모바일 E-ticket 예약
+ 60분 전 시차 서비스 신청
- 2**

환승하기
택시 타고 목적 도착
점 알려주는 피란표지
(컨퍼런스 시차 서비스 포함)
- 3**

대기 정보 알기
대기 공간에서 현으로
남은 시간 확인
→ 카운터에 모바일 AG
→ 대기 시간 활용 할 시간 정보
- 4**

대기 공간 이동
쇼핑센터로 가는
동선 APP sign를
따라감
- 5**

플랫폼 찾기
쇼핑주 현재 위치에 서가자
플랫폼 입구를 알려 알려줌
쇼핑센터 역사 바로
플랫폼으로 이동
- 6**

목적지 도착
컨퍼런스 서비스로
정기 컨퍼런스 장소에
정리되어 있고, 등록 절차 없이
간편히 입장

판매

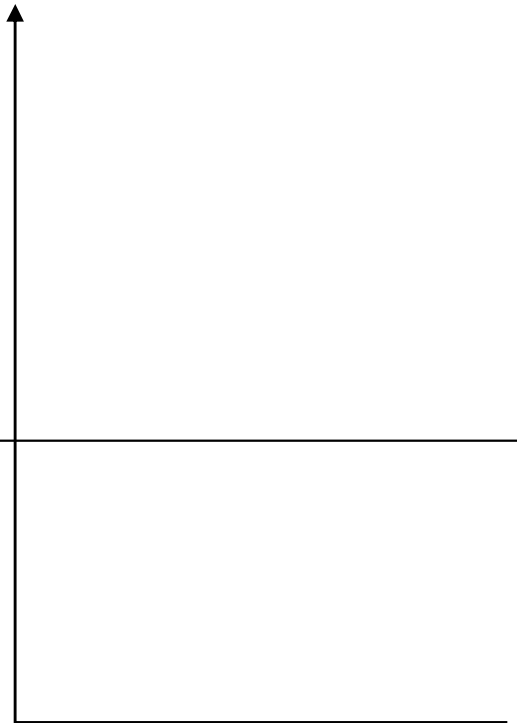
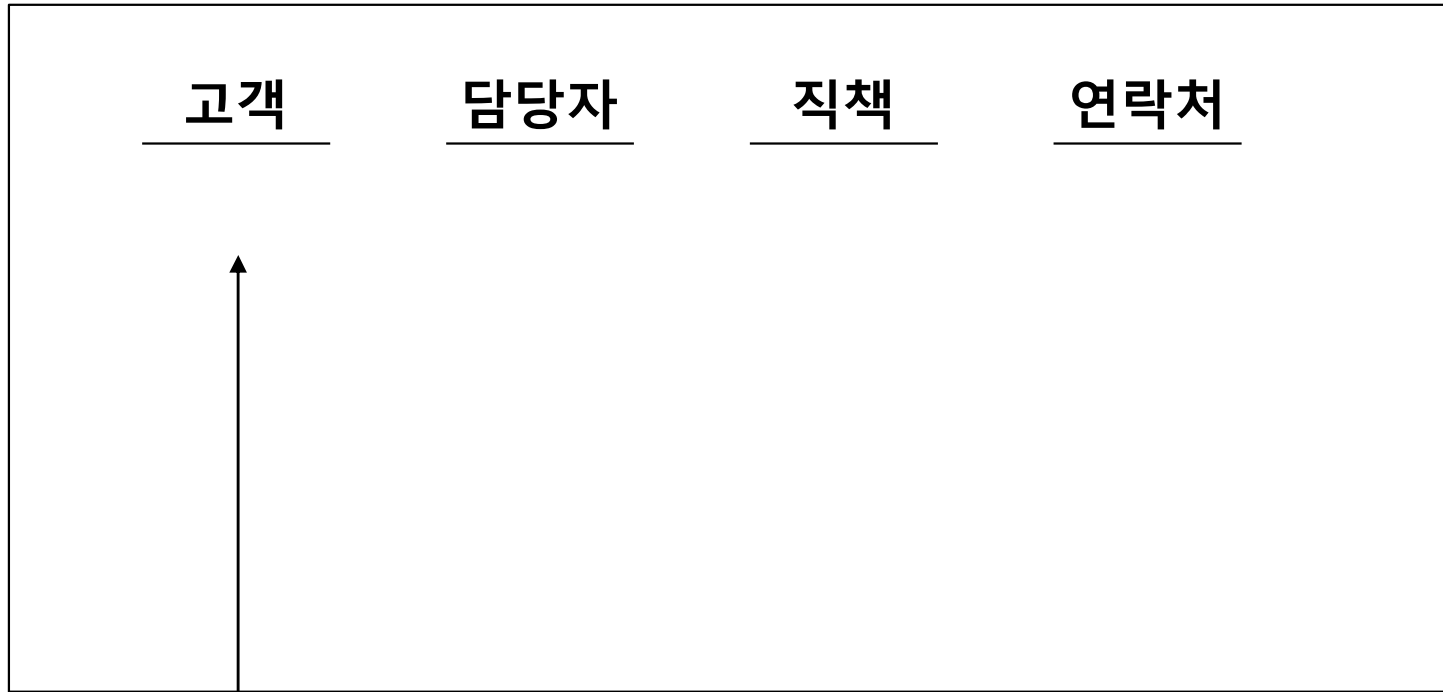
- 자사 임직원
- 조력자 / 지원 단체
- 대리인
- 매장 판매

판촉

- 판촉 행사
- 판촉 물

홍보

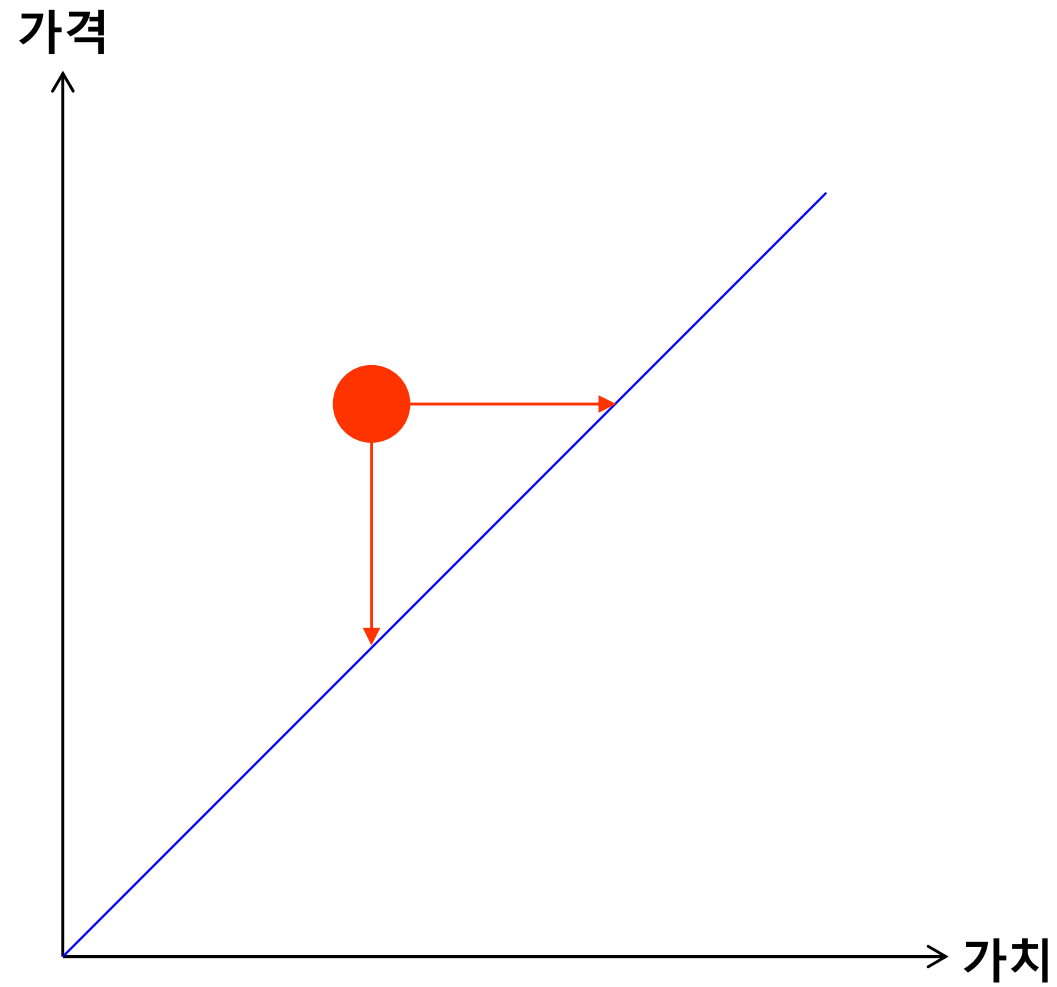
- 브로슈어
- 홈페이지
- 블로그
- 페이스북
- Instagram



- 자사 임직원
 - 조력자
 - 대리인
 - 파트너
- +
- 판촉 행사

매출 계획

고객	품목	시기	단가	수량	금액	비고
A	I					
	II					
	III					
B	I					
	II					
	III					
C	I					
	II					
	III					
총계						



The End of Document

에피투스 컨설팅

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