

A Study on Tools and Techniques for Business Models

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Abstract: Nowadays a business models, supported the merchandise sales, to new product-service systems is chance for industrial corporations to realize and new advantage. Because it needs elementary changes within the structure, culture and competencies of the corporate and ne'er the less makers overtime fight with this innovation. Rarely, however industrial perceive they ought to reconfigure the weather of the business model (BM). Additionally, Product-Service System is a business models extensively and tiny support to the still offers and decision-making method relating to the service transformation. An application of the framework during a capital product manufacturer and supply analysis insights. The tools to work out the business model for any organization for the innovation of the business. The business model innovation for achieving profitable, growth of business model. Business models the method of the methodology to sensible, toolkit has been developed by the used of techniques. A business model produce, describe, creates, delivers and captures worth. The business model method is modification, operating and construction is named the business model innovation of the business strategy.

Keywords: Service transformation, PSS (Product-Service System), business model innovation, digital marketing;

INTRODUCTION:-

In the business models is worked on the PSS (product-service system) of product sales, the product-service system is manufactures and developed the product to gain the advantage. The limited application of PSS (product-service system) model. The product-focused business model with dimensions such as cost, time, and quality.

Business model innovation:-

Business model transformation there is a current business model that is changed into another business model. Business model transformation maximize business strengths and reduce the inefficiencies. We help you formulates a business strategy to run a strong efficient business operation and business process of business model transformation. To business transformation is improve the company's combination of costs and

risks. The business model transformation and modification is best solution of the improve level of business. To change the process and technologies of business is improve and achieving the business model.

Business model diversification process and technology essential for the business model. To compensate for business stagnation and operators explore the new areas and ideas of growth business. Such as fixed wireless access and IOT (Internet of Things). The business model diversification is deployment of 5G private networks. We have identified key trends that impact of business model of technology and passive infrastructure optimization, business model of network and infrastructure sharing and creation of ideas of own infrastructure companies and businesses. These tools and latest techniques are used to increase value of business and also

maintain the economic growth of business with project management and operation controls. Innovation in technology and project data is important to enhance structure and working of business, an addition business model is identified and use to increase working.

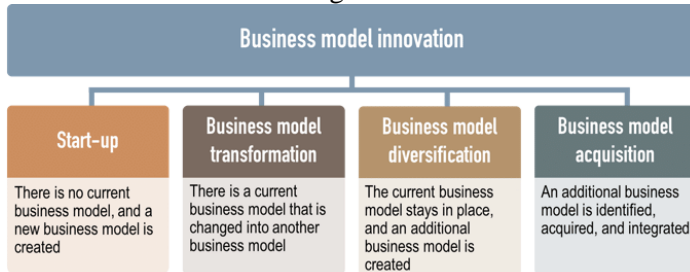


Fig.1: Business models innovation

Business model acquisition is improving the performance of the target business and company. Improving the performance of the target company is one of the most important common value-creating acquisition strategies. Business model you buy a company and reduce the costs to improve margins and cash flows. The acquirer may also take steps to revenue growth of company. Pursuing this business strategy is best private equity firms do. Private-equity acquisitions in which a targets company was improved, sold, with no additional acquisition along the way, operating profit margins increase. These means that many of the transactions increased the operating profit margins. Business model acquisitions an additional model is identified, acquired and integrated.

Business to Business Marketers:

The aim of this paper, the enormous information with heterogeneous cases, is to boot its weakness. Any data-analyses, increasing the information moreover as loads of advanced conceptualization is critical. We have an inclination to square measure aware that within there still exist big variations in institutional, economic, cultural, and industrial variations which can have a sway on our insights. Moreover Business Model thinking is embedded in theories from merchandising, service innovation and engineering, structure theory, platform and financial set-up thinking, nonetheless as cash models. Making the grounding in theory loads of specific in analyses of knowledge is extraordinarily relevant and desires researchers' attention.. In grounding of our own model we've an inclination to pay a lot of attention to those theories, Business Models thinking tends to overlook theories. Basecamp could be a project management resolution that has been there within the business for quite ten years and continues to be serving to

project managers to finish their project management woes. If you're trying to find an easy interface and cooperative approach to manage comes, Basecamp may well be the perfect alternative for you.

Nowadays, management tools have evolve dramatically in last decade due to quick technology advances, thus quick that it's troublesome to pick the simplest business tools for any scenario in any company. this is often caused by a ne'er ending fight for lower prices and increase sales, the willing for understanding the customers' desires and also the fight for delivering the product that meets their would like within the method they need.

How Often B2B Marketers Publish New Content

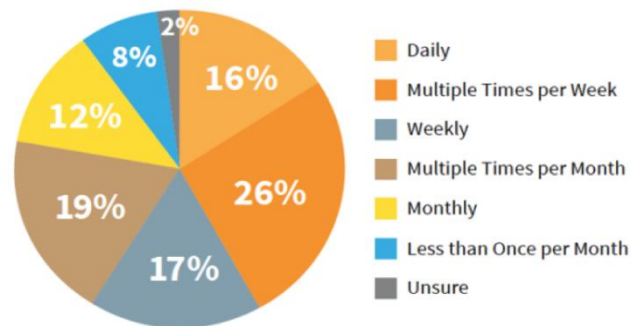


Fig.2: Business to Business Marketers publish new content

Under this state of affairs managers ought to take a strategic angle to business management tools rather than going for up to date tool. Sometimes managers think about the tools associate with none adaptation that results in an unstable scenario. Business management tools ought to be chosen rigorously, and so custom-made to the organization desires and not the opposite method around.

Business model techniques came to however usually Business to Business marketers cared for post. The bulk did thus multiple times per week and Sixteen Personality Factor Questionnaire announce daily. Recent content will facilitate to drive traffic and to make sure that a web site is crawled by search bots a lot of often. B2B marketers are clearly alert to this as for the foremost half, those asked for a mentioned that they announce fairly often.

Digital Marketing of business models:-

Business model of the digital marketing strategy also goals and objectives. What do you want to achieve from digital marketing? And what do you want to improve from digital marketing. The

business marketing identify your competitors performs research to find out your competitors. Figure out what's their strategy towards digital marketing presence. Business with digital marketing is most important to achieving the goals of the business models. The most important for business model is decide the role and assign the role who will be responsible for which tasks. Business model of skill set is the important key factor. Business model is based on the perfect management and proper digital marketing strategy. Mostly business model is improve and achieve the target used of many techniques and tools.



Fig.3: Digital Marketing Strategy business models

The business model is depend on the SEO and SEM perform keyword research. SEO is on page and off page work and advertisement. The business model is paid search Ads and paid search advertisement of business to business marketers to shows the product marketing. The B2B marketing is pay the charges of per click. The business model many techniques used for digital marketing with the help of social media like Facebook, YouTube, twitter, and etc. the digital B2B marketing is plan and optimize your social content and improve your business as well as profit. The business model of the content marketing include blogging, info graphics, press releases, articles, videos, Documents, webinars, podcasting, LinkedIn & Guest blogging. Content marketing is used for the digital marketing and improve the business model strategy. LinkedIn ads reach your ideals customers on the world's largest professional network. The business model are used many techniques and tools for the digital marketing strategy of business.

The business model benefits of mobile marketing are many, to incorporate mobile marketing into your overall marketing strategy. Mobile marketing is your business can improve its reach and connect with them they are nearby through local online marketing. The most important for business is better customer experience. Mobile marketing doesn't benefit your business. Being able to learn business, make payments, or contact a business. With such that convenience the customer, you have created a positive customer experience for the business and companies. The mobile marketing is set your goals if you are doing business, how are those initiatives performing? These are identify what is already working, what is not, even being measured.

E-mail marketing is improve your business with uses many techniques like a growth your contact list, compose the great emails and create a best schedule. Email marketing is the use email to promote your business. It is used to relationships with customers keep current customers informed and updated on your product brand. The business Email marketing has been utilized shortly of the internet. The business model with email marketing most effective customer's acquisition. It is still an incredibly useful for marketing tools. The email marketing of business is more efficient for your wallet and it's totally paperless.

The business model used the many tools and techniques to measure improve of business and see what all works well for your companies. Plans for improvement and revise your strategy if needed to business. Many techniques are used for the business improve and growth of all over working of business models.

Business models techniques:-

The business process modeling is touched upon the various techniques and how to make use the business process models effectively. This are mainly used the map workflow, you can understand the analyses and positive changes in workflow/process. The uses of diagram to visualize this process and to make a better decisions for the business models.

Use the mostly navigate to different business models techniques are as following:

1. Business process modeling notation technique
2. Flowchart technique
3. Workflow technique
4. Dataflow diagram technique

1. Business process modeling technique:-

The business process models uses the events, activities and gateway. The connecting object is arrows, these indicate sequence flow, working flow and swims lanes. The business process modeling notation is use the data objects, groups and annotations.

Simply business process modeling notation to get a more technical and it can be also work as a set of graphical objects. Business process modeling techniques is uses the graphical represent and representation of business process using objects. The graphical objects and defining rules connection to the objects. The business process modeling notation is the most popular techniques of the business models.

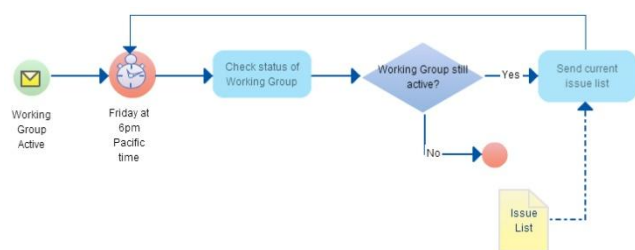


Fig.3: A business process modeling notation

The business process modeling is a symbol for all techniques used to process small and micro business. Such a lot of business analyst's square measure acquainted with it that makes collaboration abundant easier. Also, most modeling tools support business process modeling notation for the business model that makes it abundant easier to share and edit if even exploitation completely different code. All the along makes business process modeling notation the foremost common business method modeling technique at the instant.

2. Flowchart technique:-

Flowcharts is use for the business model and business process. Flowcharts area unit in all probability the foremost well-liked diagram kind within the world. People understand the common symbols of economy growth in market place. Simplicity makes it powerful and a good tool. In fact, business process modeling notation are often thought of as a sophisticated version of the fundamental flow diagram technique.

Also, the flow diagram is used to indicate the process of working technology in company and also it is refer by several people. Flowchart uses a sequent flow of actions and does not support a breakdown of the activities. The Flow Chart model is presumably the primary method notation. It is

often been used over a few years though there is no precise date for its origin.

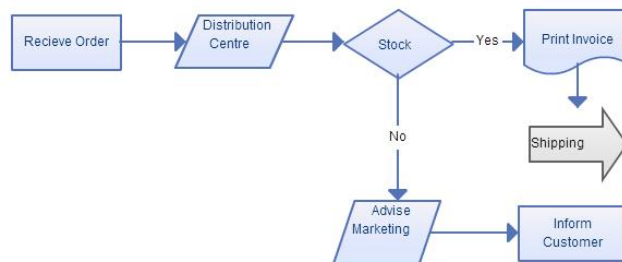


Fig.4: A simple flowchart with processes, decision blocks

3. Workflow technique:

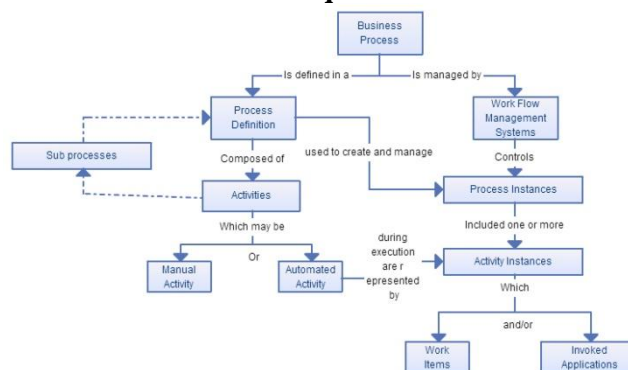


Fig.5: A workflow of business models

Workflow may be a flow of tasks between laptop applications or folks in a corporation. A lot of members of a workgroup to succeed in a typical goal will outline a progress still as any task performed asynchronous or in parallel. The work flow is quite a way to model a method. It's a technique to investigate and improve a method, together with its modeling.

The progress development method uses work flow models to capture the relevant data of the processes. This method includes four stages: military operation, Business method Modelling, Work flow Modelling, Implementation and Verification & Execution. You will be able to start simply exploitation our progress diagram templates.

4. Data flow diagrams- Yourdon's technique:-

Data flow diagrams (DFD) show the flow data } or information from one place to a different. Data Flow Diagrams describe the processes showing however these processes link along through information stores and the way the processes relate to the users and also the outside world.

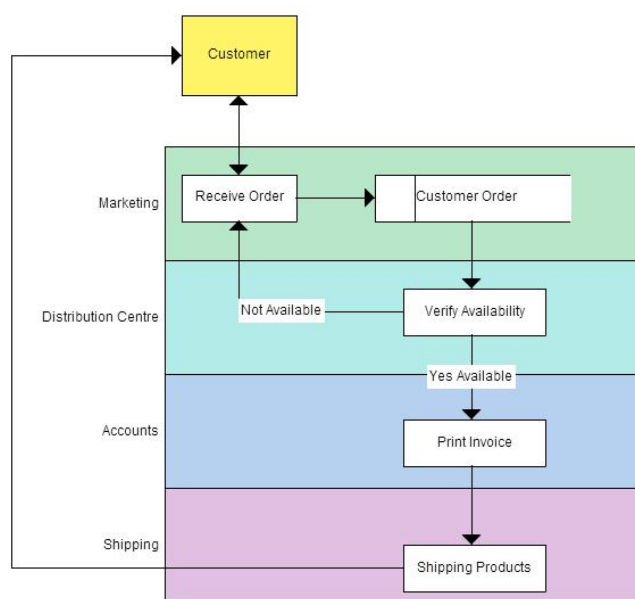


Fig.6: A DFD diagram used in business modeling

They are wont to record the processes analyses as a section of the look documentation. A Data Flow Diagrams will be seen as a technique of organizing information from its raw state. Data Flow Diagrams are the backbone of structured analysis that was developed within the early sixties by Yourdon.

Conclusion:-

This is to our information the paper that focuses on finding patterns in Business Modeling Innovation. Our key message in this paper is that, we have a tendency to will cut back the toolset to three basic business challenge ways of the Small and medium MEs. However, as an integrative part, we'd forever would like a Business Models-baseline, as a result of it is required to articulate the providing to the customers and to spot the partners within the business amendment altogether the ways. This is often additionally supported in business model literature, in business models capability to map the interdependencies between BM components and therefore the effects of dynamical environmental conditions. What is more, the differing ways share common needs: To determine partners. The tools for these area unit generally at the core of the networked business modelling. For managers of Small and medium sized companies our results give suggestions on what business models innovation tools they might think about using if they're sharing a number of the 'I need top's discovered in our cases. It additionally helps to anticipate future steps in their path towards improved business models.

Our results area unit primarily based on an in depth info of small and medium sized companies cases collected inside Europe, across completely different industries, together with family and non-family businesses, start-up corporations, and being in completely different stage of maturity. We have a tendency to area unit aware that this leads to heterogeneity. We have a tendency to deliberately strive for this heterogeneousness, though we've not been ready nonetheless to require all the various background and beta variables under consideration. Together with pan-European quantitative analysis we have a tendency to expect to give deep insights into business models innovation patterns and ways. Supported these analyses can we are able to facilitate to urge higher access to relevant tooling via the platform that we have a tendency to have developed and will be revised supported the insights from our analysis.

In future studies we have a tendency to ought to place a lot of focus on finding or making tools that area unit not solely serving to answer the 'I would like to' queries by the Small and Medium sized companies, however additionally area unit easy-to-use and comprehend. To encourage the small and medium sized companies to begin exploitation these tools they ought to be accompanied with acceptable steering and examples as an example of however different small and medium sized companies have used them.

The strength of this paper, the giant info with heterogeneous cases, is additionally its weakness. We have a tendency to area unit aware that inside there still exist giant variations in institutional, economic, cultural, and industrial variations which may have an effect on our insights. Any data-analyses, increasing the info as well as a lot of advanced conceptualization is necessary. Furthermore Business Model thinking is embedded in theories from selling, service innovation and engineering, structure theory, platform and eco-system thinking, yet as money models. In grounding of our own model we have a tendency to pay a ton of attention to these theories, Business Models thinking tends to overlook theories. Creating the grounding in theory a lot of specific in analyses of information is extremely relevant and needs researchers' attention.

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