

# **BMC TOYOTA**



## Key Partners

-other automotive firms that we can partner with and share engineering technology and can help lower R&D costs

 key raw materials and manufacturing equipment suppliers that help us utilize economies of scale and automation

-automobile dealerships that stock our cars and act as a primary channel with customers

#### Key Activities

 extensive safety testing to ensure reputation and safety of drivers

-automation and streamlining to lower costs and prices for customers

-R&D to increase drive quality and improve gas mileage \_\_\_



## Key Resources

-human capital in engineers for R&D

-capital resources in manufacturing equipment

-raw materials (steel, rubber, plastic, aluminum, etc.)

-trade/car show timeslots and panels to market vehicles

### Value Propositions

To provide affordable and stylish cars with great efficiency and safety to everyday people who need to travel or commute often.

## Customer Relationships

 excellent customer and maintenance services

 -dealerships that are customerfocused to help with vehicle inquiries and purchases

 customer service call center for quick inquiries and maintenance appointments

#### Channels

-global distribution channels with our key partners

 -paid advertisement on multiple media channels as well as influencer advertisement

-car shows

-dealerships for automotive sale

## Customer Segments

-customers looking for an affordable vehicle with great fuel efficiency

-customers looking for stylish vehicles with good performance

 customers concerned with automobile safety

 -primarily middle-class families who need a four-door sedan for everyday use

-mass market



## Cost Structure

 -primary costs are relating to R&D to innovate in fuel efficiency metrics, car specifications, and features as well manufacturing costs from raw materials

-secondary costs arise from marketing on multiple platforms as well as continuous automation of manufacturing processes

 -sourcing through key partners allows us to save on raw materials costs and our large scale of production and mass-market customer segment allows us to utilize economies of scale



#### Revenue Streams

-primary revenue stream comes from sale of vehicles

-secondary revenue streams include maintenance and specialized vehicle modifications and parts

-customers can pay up-front or through financing

