1. Customer Segments – of school store.

2. Value Propositions –reason customers choose one business over another.

3. Key Activities - actions taken to deliver a value proposition.

4. Key Resources - assets needed to run store.

5. Key Partners – who makes the business work.

6. Channels Avenues - deliver the value propositions to customer segments.

7. Customer Relationships - interaction and communication.

8. Revenue Streams - sources of revenue.

9. Cost Structure - analysis of key resources.