**Chapter 1**

**The Business Model Canvass**

The Business Model Canvass is a tool used to identify and clarify a company’s business model. These videos explain the canvass approach and apply it to Starbucks.

*Use with:* <https://www.youtube.com/watch?v=QoAOzMTLP5s> (2:20); <https://www.youtube.com/watch?v=3TWfp1pvxHY> (4:11)

1. How does the business model canvass contribute to strategic planning?
2. What are the nine building blocks of the business model canvass?
3. Is it possible to success if one of the building blocks is not in place?

1. How does Starbucks’ business model (as presented in the video) position the firm for the next decade?