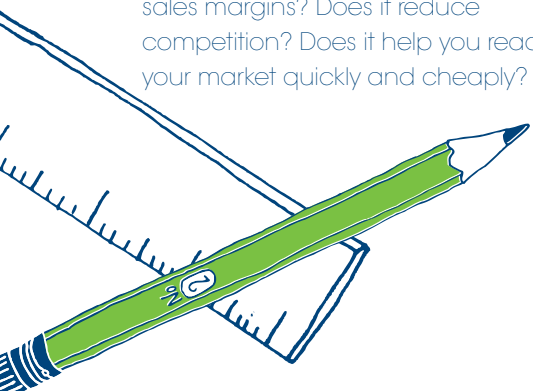


# Understand your value by drawing your business

It is often helpful to create and maintain a map of your business as you begin to analyse and build it.

Drawing your business helps you see its fundamentals and you'll find your diagram is handy when you need to present your enterprise to others.

- At the top, state your promise to customers.
- In the middle of the page, write your company name and define the industry it is in.
- On the far left write down everyone you buy from.
- On the far right write down everyone you sell to.
- Between you and your customers, put in your pricing model and the advertising, promotion, support, distribution and sales channels you will use to reach your customers.
- Add some detail to document the advantage your business has over its competitors, the characteristics of your market, etc. Tie each advantage to some aspect of your business model. Does it lower supplier costs? Does it allow you to increase your sales margins? Does it reduce competition? Does it help you reach your market quickly and cheaply?



## EXAMPLE OF A BUSINESS MAP:

“WE SELL SUNTAN LOTION TO FAMILIES VISITING HAWAIIAN BEACHES”

