

A high-contrast, black and white photograph of an elephant's head, focusing on the trunk and the wrinkled skin of the forehead and ear. The elephant is facing forward, and its trunk is prominent in the lower right. The background is dark, making the elephant's features stand out.

Does Your Business
Model Create Value?

**Whether a business aims to
create value, provide solutions
to customers, or scale, it is
vital that the right business
model is selected if it is to
thrive and succeed.**

**How do you select the best
business model for your
organisation?**

1.

**Identify your
customer needs**

A detailed, grayscale silhouette of an elephant's head and trunk, facing left. The elephant's large ear is prominent, and its trunk is visible at the bottom left. The silhouette is set against a solid black background.

2.

**Determine how
your customers
buy**

3.

**Assess market
potential and
competition**

4.

**Determine the
value proposition**

A black and white close-up photograph of an elephant's head, facing forward. The elephant has large, curved tusks and wrinkled skin. A large, white, stylized number '5' is superimposed on the elephant's forehead.

5.

**Diversify your
revenue streams**



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