

# start CIRCLES

## SUSTAINABLE BUSINESS MODEL CANVAS WORKSHOP- Alpes

## CONTEXT

Alples is Slovenian developer and producer of wooden furniture (bedrooms, kitchens, wardrobes ...) focusing on strongness and tradition of trademark, development, and sustainability. In this workshop we were developing new business model for their corporate trademark building on sustainability and their activities towards more sustainable future.

The workshop executed at 10. 11. 2021 with representative of Alples company (CEO and head of technology and development) was dedicated to the development of sustainable business model canvas for their corporate trademark.

## THE CANVAS & SHORT EXPLANATION OF KEY OUTCOME



In the scope of the workshop, we initially defined the key customers and divided them in two groups as company is working B2B and B2C at smaller scale but with great influence on end customer. Even though they have focus on B2B we focused further on defining unique value proposition of Alples towards end customers and outline tradition, sustainability, precision, and reliance as key arguments.

We concluded that they believe Alples is “best value for money” for customers if we consider complete service beside physical products.

Further on we determined the **customer relationships** towards dealers (B2B) and end customers (B2C) and point out that Alples lost the direct relation to customers as they do not provide the installation of their products and therefore do not have direct feedback needed for better relationship and feedback. Beside this we concluded that sellers at saloons are key targets to address as it is in their hands which furniture will be pushing and promoting to end users in showrooms with many different producers of furniture.

Based on this we defined **the channels** towards key stakeholders, customers, and also potential candidates for recruitment, defined **key partners** for the development, production and execution, defined key activities which need to be done immediately and later on and put down key resources.

Beside this we defined **the costs** and divided them on direct and indirect costs. On the other hands we defined **revenue streams** and noticed that Alples have an opportunity for new revenue stream offering service for generating ideas for designing the living space.

In the scope of **eco-social cost**, we outlined that Alples have many sustainable activities (releasing material for heating of Železniki town, sponsorships, waste management and other) but they do not promote them efficiently.

**Eco-social benefits** pointed out that their advantage compared to smaller producers of furniture is certification of their products and compliance with EU standards, big employer in the region, support to local community, high efficiency in the production, packaging is paperboard and most important - they have sustainable design for many generations which decrease the amount of waste as furniture is not discarded soon.



## NEXT STEPS

- Rethink “green marketing”
- Step in contact with sales person is showrooms and organize events for them to build the community.
- Common projects and development with external stakeholders
- Inhouse showrooms
- Rethink the installation to step in contact with end customers again.
- New paid service for design of living space.

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