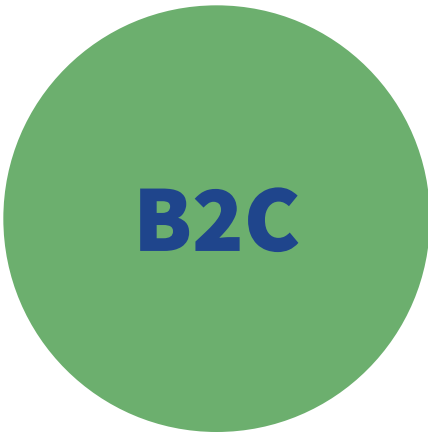


B2B, B2C, AND B2B2C

Entrepreneurs always produce for the consumer – but they don’t have to do so directly.



PRODUCE FOR THE SUPPLY CHAIN	
Structure	Learn how your customer has structured production - and fit in.
Standardization	Produce to comply with customer’s specifications – and lock in.
Scale	Standardized production generates reliable volume, so you can focus on cost reduction.

PRODUCE FOR CONSUMPTION	
Targeting	In order to understand consumers deeply, target them narrowly, and learn, learn, learn more about them.
Deep Empathy	To understand consumers’ subjective value, put yourself in their minds to understand their (changing) motivations.
Micro-segmentation	Trends point towards increasing personalization of consumer products and service. Build this trend into your planning.



REACH CONSUMERS THROUGH CHANNELS OWNED BY BUSINESSES	
Education	Market the consumer value you create to the channel – educate them.
Value Sharing	Demonstrate to the channel how much value you create and how much the channel is sharing.
Innovation	Help the channel keep up with trends by sharing your knowledge of trends and changing consumer preferences.