Please Read the book to write the paper.

1. Choose a company. (McDonald’s)

2. Fill in the building model canvas for your company

3. Explain all nine building blocks in your own words and demonstrate at least one element in each block.

4. Make sure the blocks are under headings so there's no confusion.

Example:

Customer Segments

Customer Segments are the people an organization wants to serve either through its customers or business alliances (Osterwalder & Pigneur, 2010). As a luxury car representative, Porsche is constantly entering new market segments, and provides different and appropriate products or services for each market segment. Porsche uses two variables to determine which customers to target, including description elements and behavioral elements. According to a scholar's study, “Descriptive elements include demographics, psychology, and geography. Behavioral elements include personal responses to brands, uses, and interests” (Zoeller, 2018). Porsche focuses on a niche market of high-income customers. The characteristics of the high-income class consumer psychology are appreciating the prestige of the brand as well as the new and attractive vehicles Porsche produces.

When you view this, keep your chosen company in mind. YOU pick whichever company interests you.

Explain the building block in your own words. There are nine blocks, so you have to explain each one. See the detailed instructions under the final paper tab.

In each block, there is an element, or factor that contributes to a company satisfying a customer need. Keep that in mind as you go through the video. Take ONE of them and explain it in your paper.

Here is what I am looking for;
10% - Introduce the company briefly. After the introduction, give a thesis statement. In this paper, I will show you how the Acme Plug Company utilizes the nine building blocks to …

70% - In your own words, explain what each building block means to you. Give an example of the block. Show one element the company utilizes. Tie them in from the Scaling Up text to support your work if possible.

10% - Conclusion – Does the company utilize the building blocks? Would you change anything the company does? What is your outlook on the building blocks?

Read over your paper. Watch your Zoom back. Does it make sense? Where did you get your work from?