Machine manufacturers coffee bean suppliers	Key Activities Advertising campaign Service and customer experience Systematic supplying system Key Resources Patents Brand Distribution channels Club membership coffee	Value Propositions High-end coffee and service Appropriate price Various coffee machine types Capsules of various coffee tastes Environmental friendly		Customer Relationships Intimate relationship (Nespresso club and Communities) Channels Nespresso boutiques Online ordering system Other supermarket or retail shops (machines only)	Customer Segments For whom are we creating value? Who are our most important customers? high-end consumers Households Coffee fans
Cost Structure Channel expansion Marketing Supplying system construction Production			Revenue Strea Machine sale Coffee Capsu	s	Š

