

Diploma Thesis Presentation

BUSINESS MODELS:
Case study of Atelier Čarodějka

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- Analyzing the small family business Atelier Čarodějka, focused on flowers, decorations and seasonal markets
- Creating the business model according to Osterwalder's Business Model Generation

Keywords: Business model, business model canvas, business plan, small business

AIMS OF THE DIPLOMA THESIS

The main objective of the diploma thesis is to develop a business model for a small firm called Atelier Čarodějka by bringing sustainability to this business in a long-term perspective.

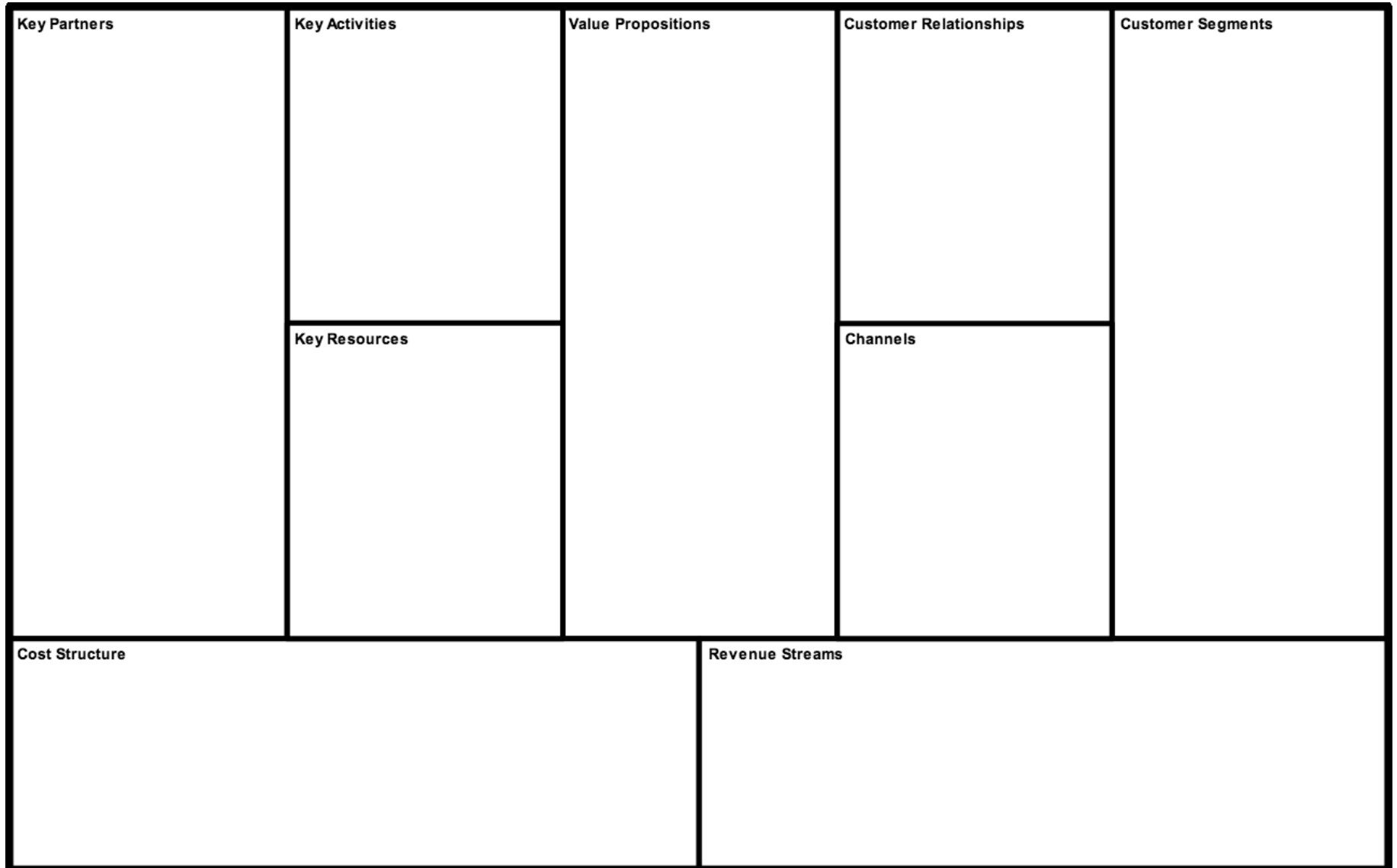
Recommendations for Atelier Čarodějka.

METHODOLOGY

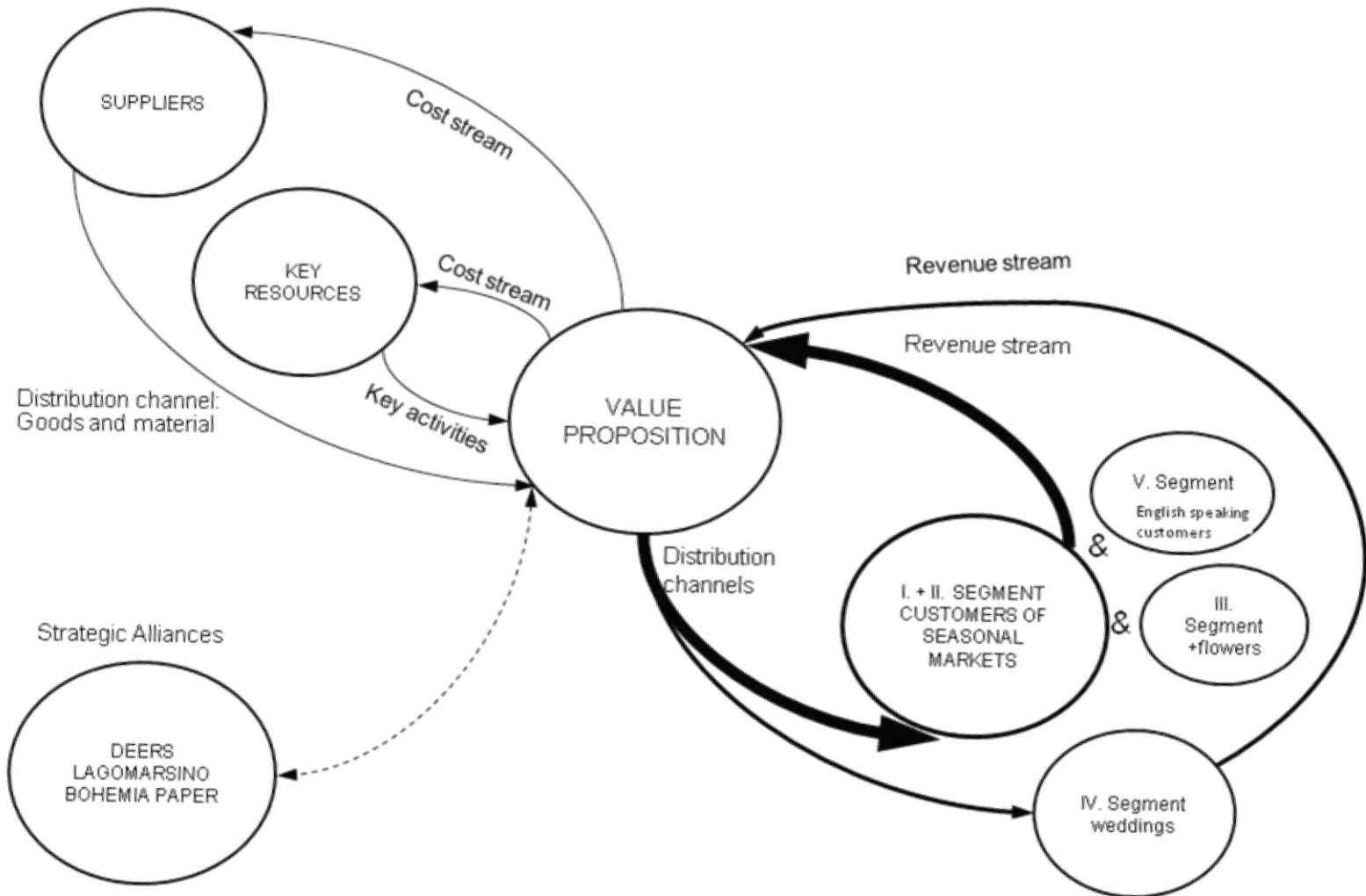
- Capturing theoretical information
- Comparative analysis

- Unstructured qualitative interview with Jaroslava Malinová, the owner of the firm
- The business model canvas
- SWOT analysis

THE BUSINESS MODEL CANVAS



The recommended business model for AČ



Picture: The recommended business model for Atelier Čarodějka

CONCLUSIONS AND RECOMMENDATIONS

- high- quality unique business model
- Payment terminal
- Customer relationship management
- Focused on the most profitable value propositions and segments connected to it
→seasonal markets

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