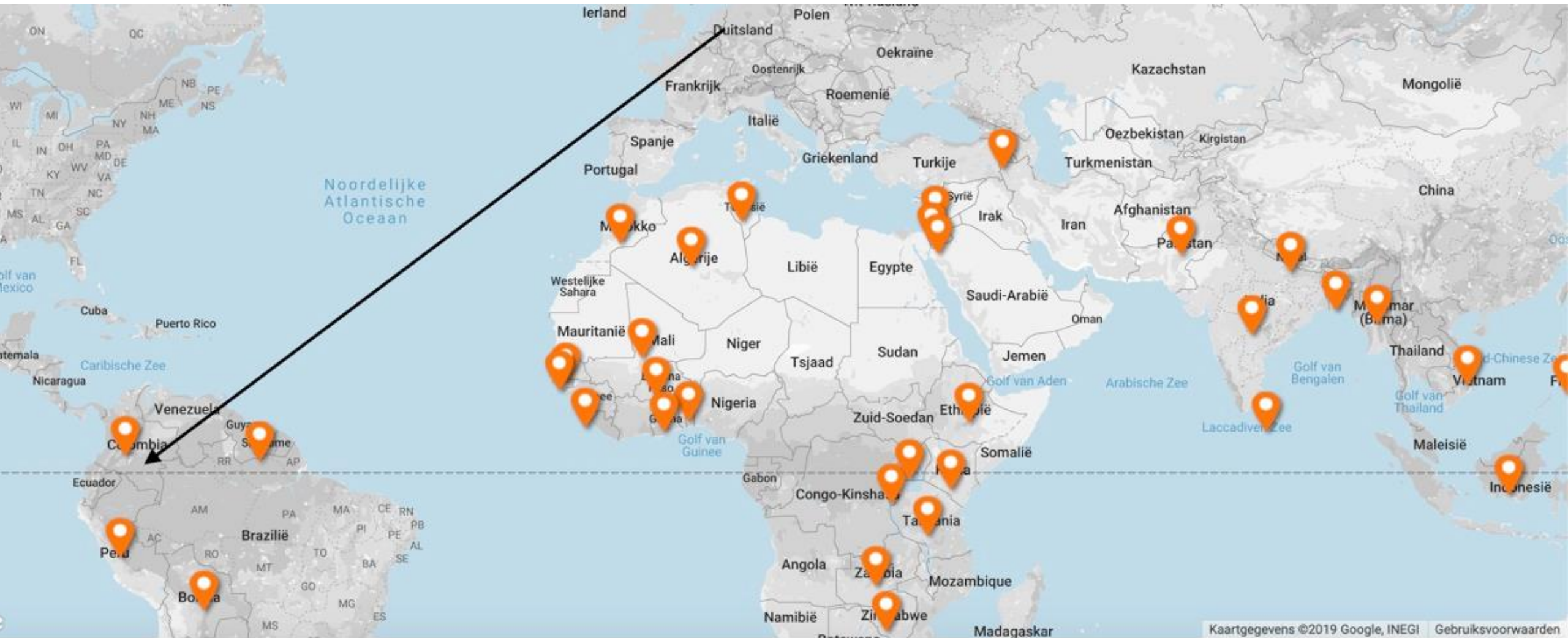




**CÁMARA DE
COMERCIO DE
BUCARAMANGA**
Creemos en Santander

PUM 
Netherlands senior experts

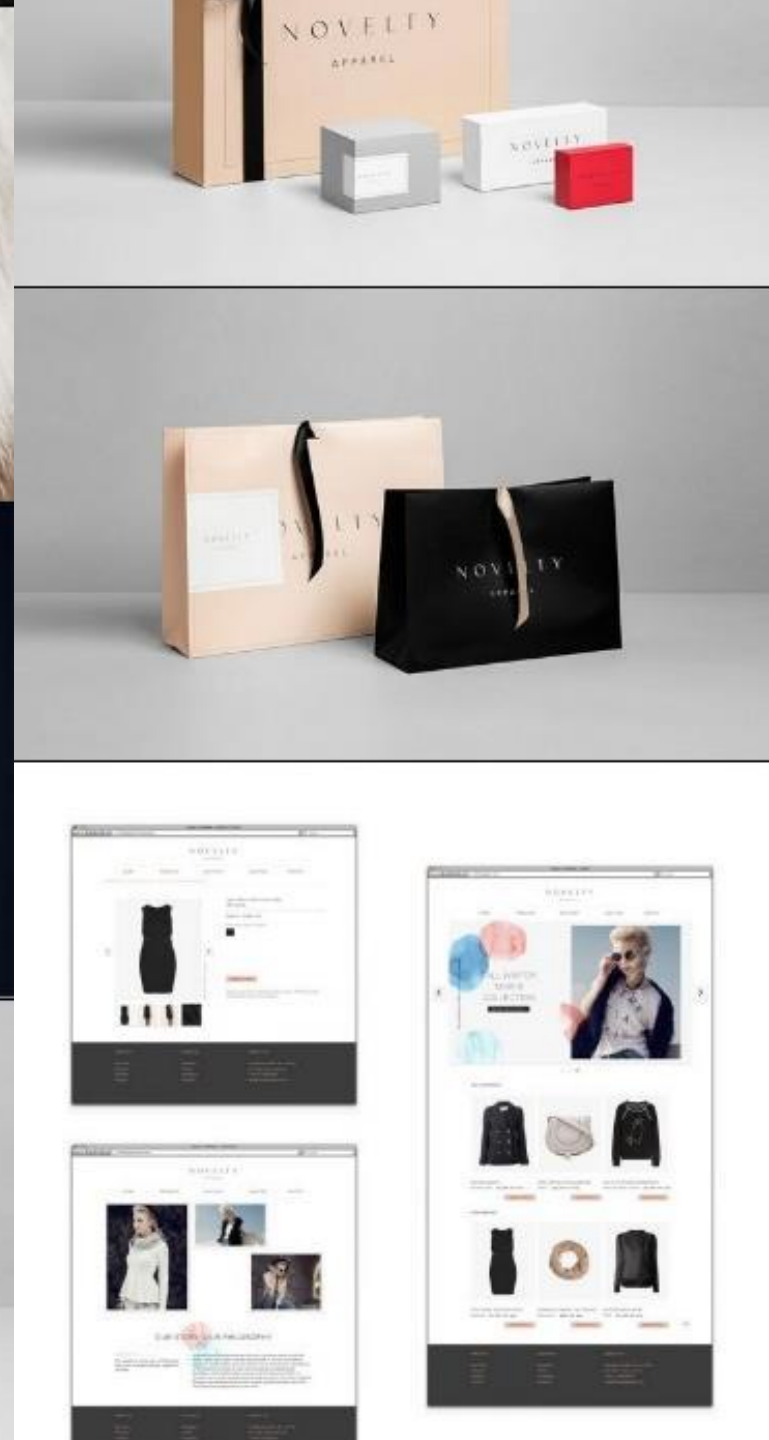
PUM 
Netherlands senior experts





Ton Knoop



















Wandcompositie

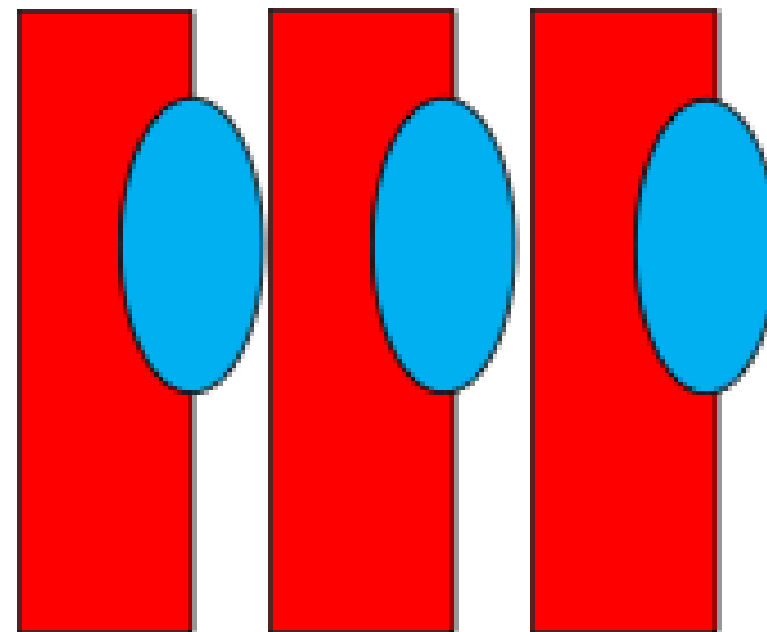
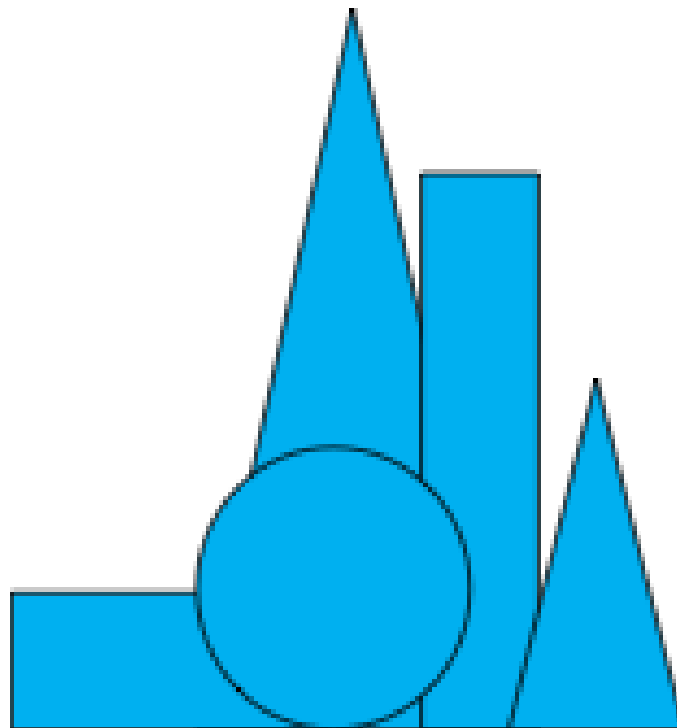
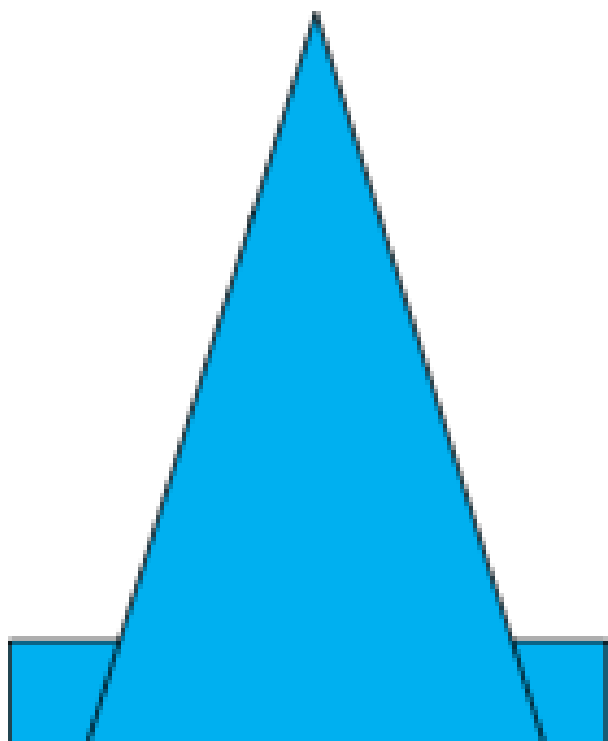


Die Visual Retailing



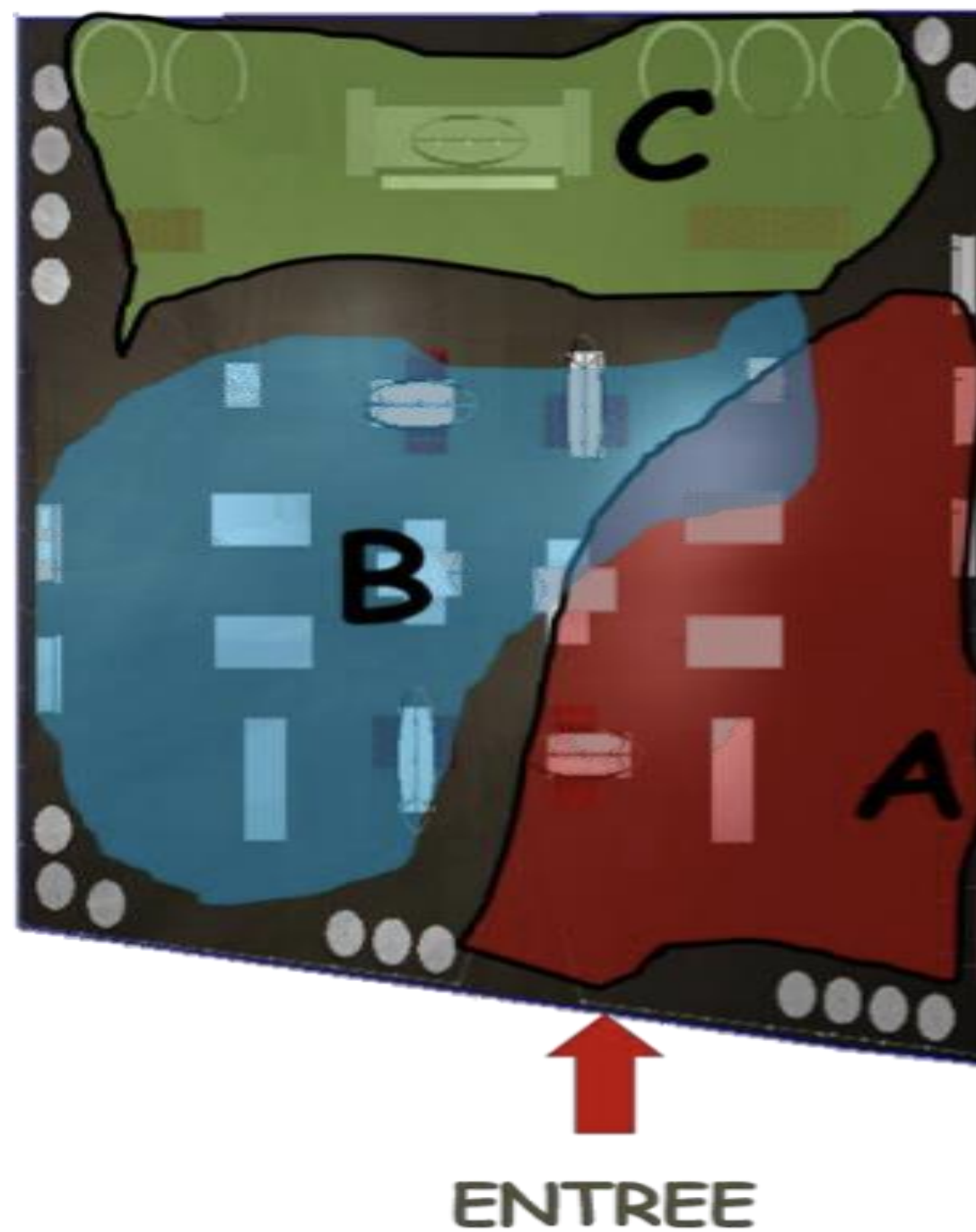
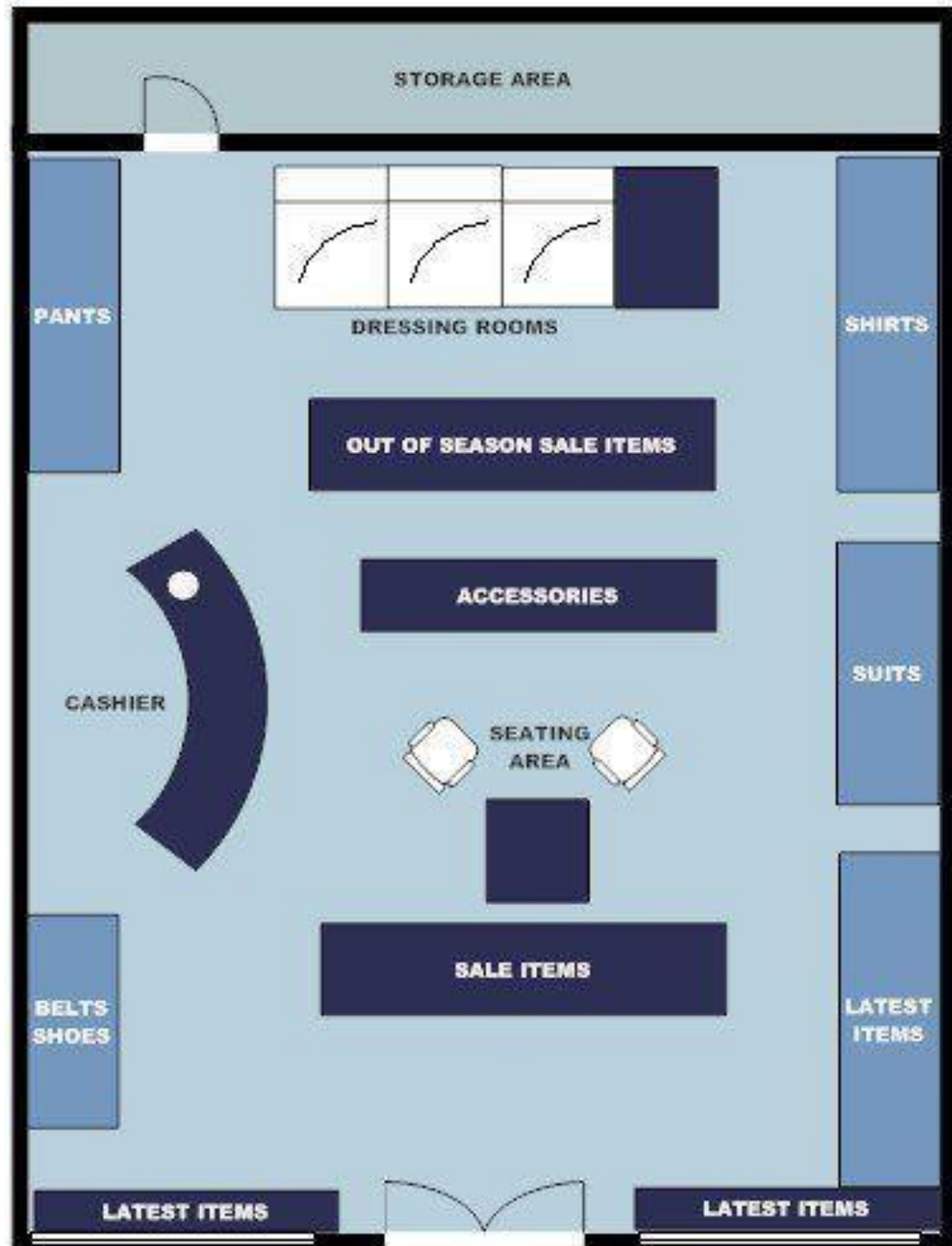


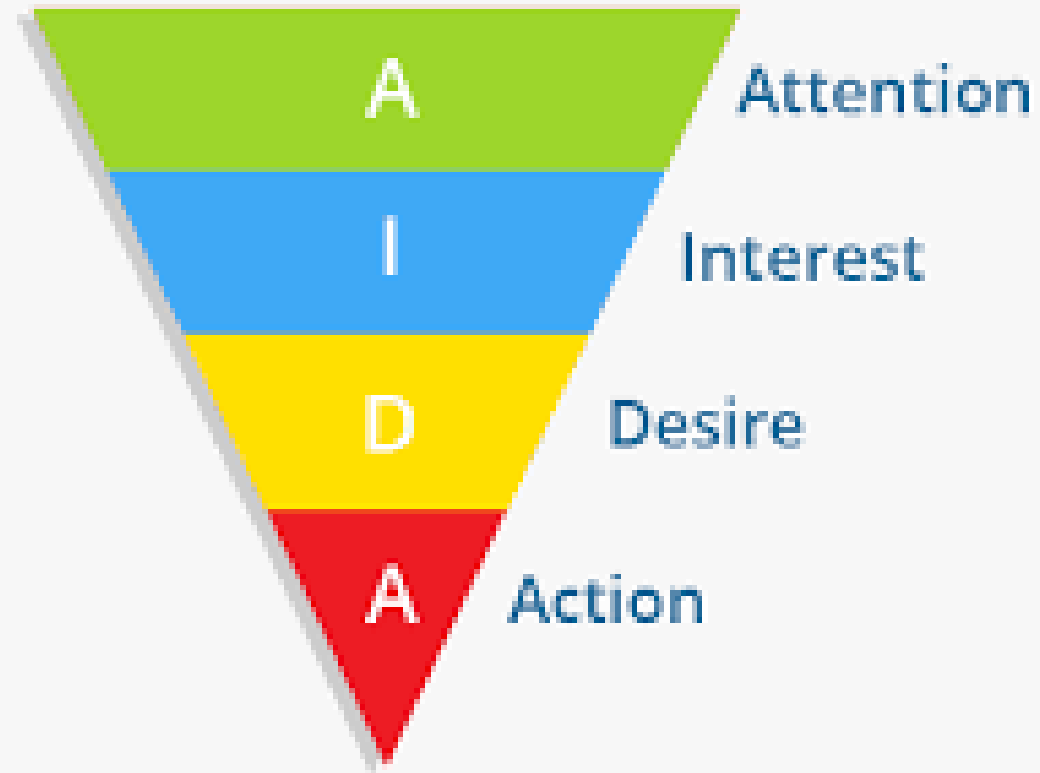


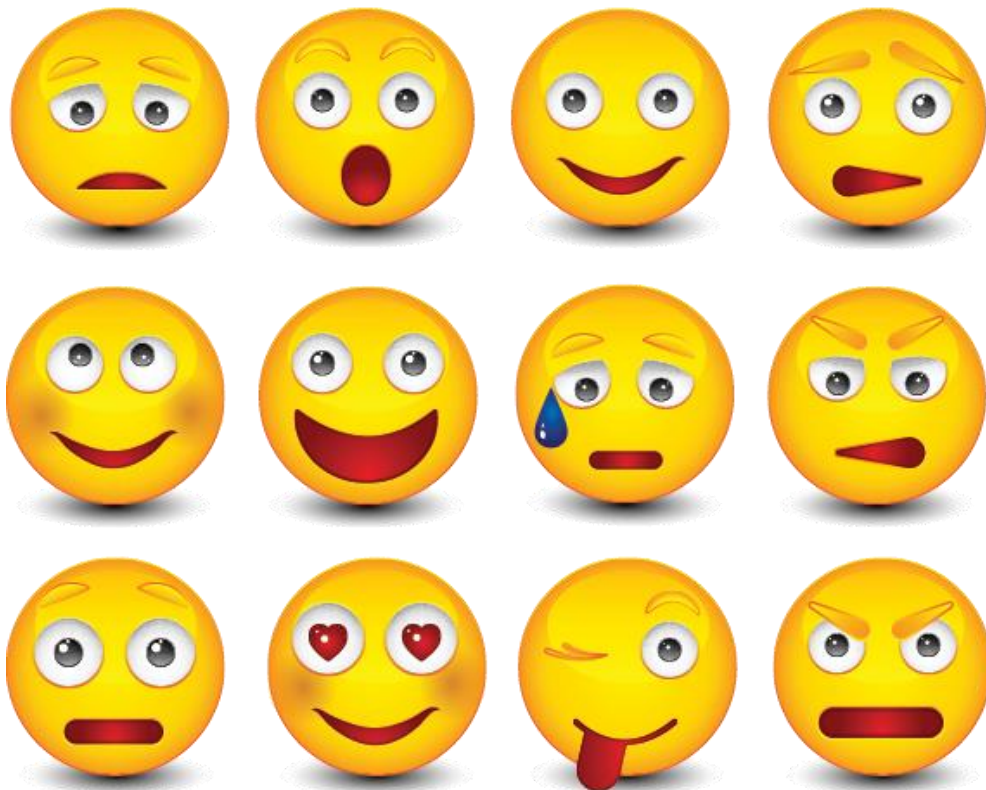






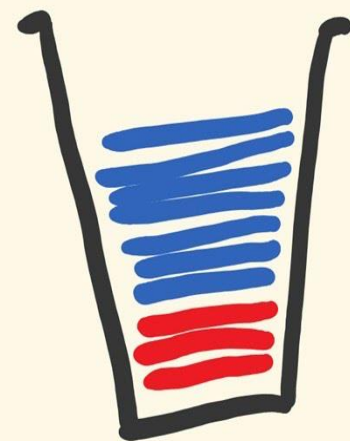


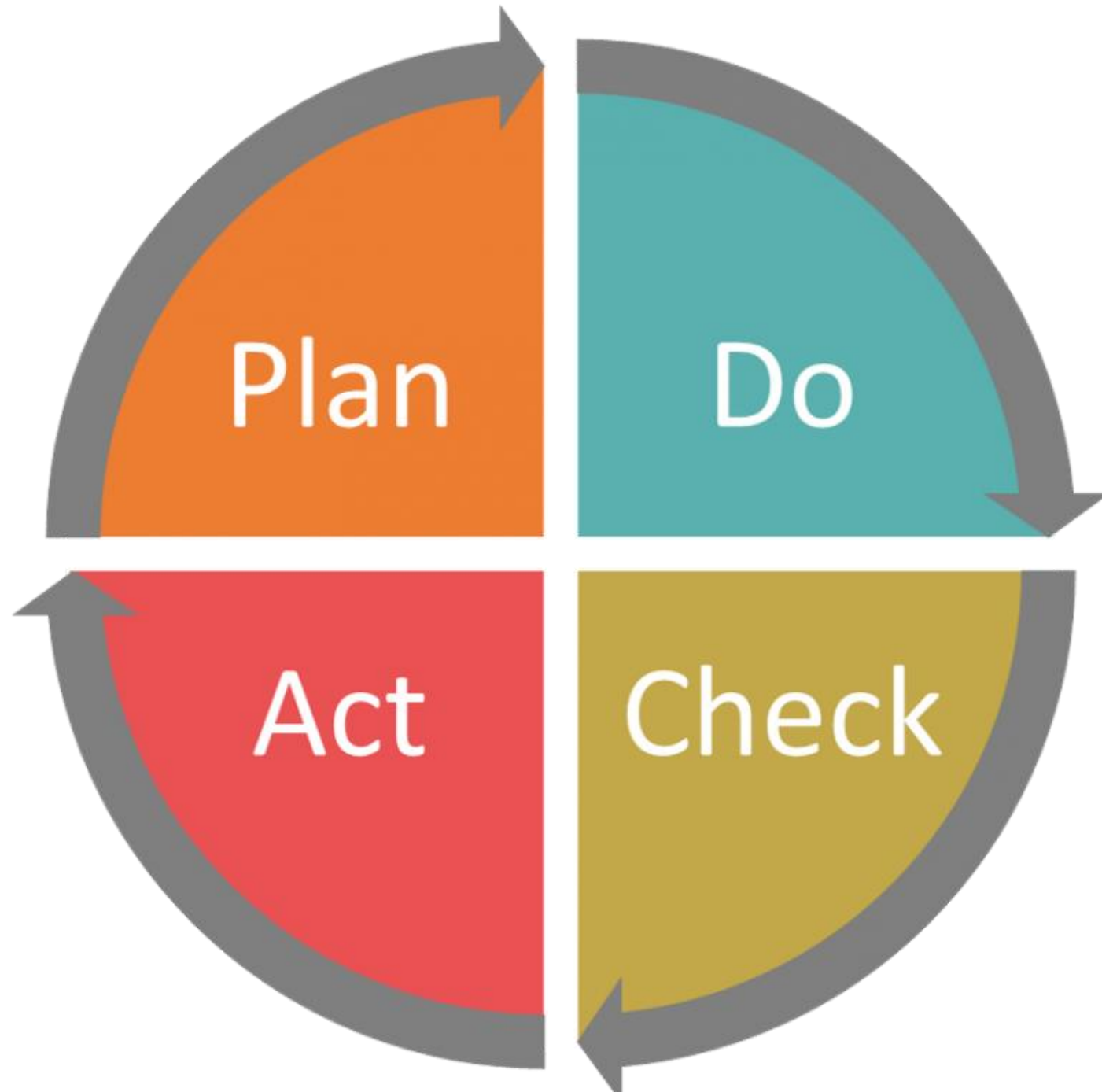


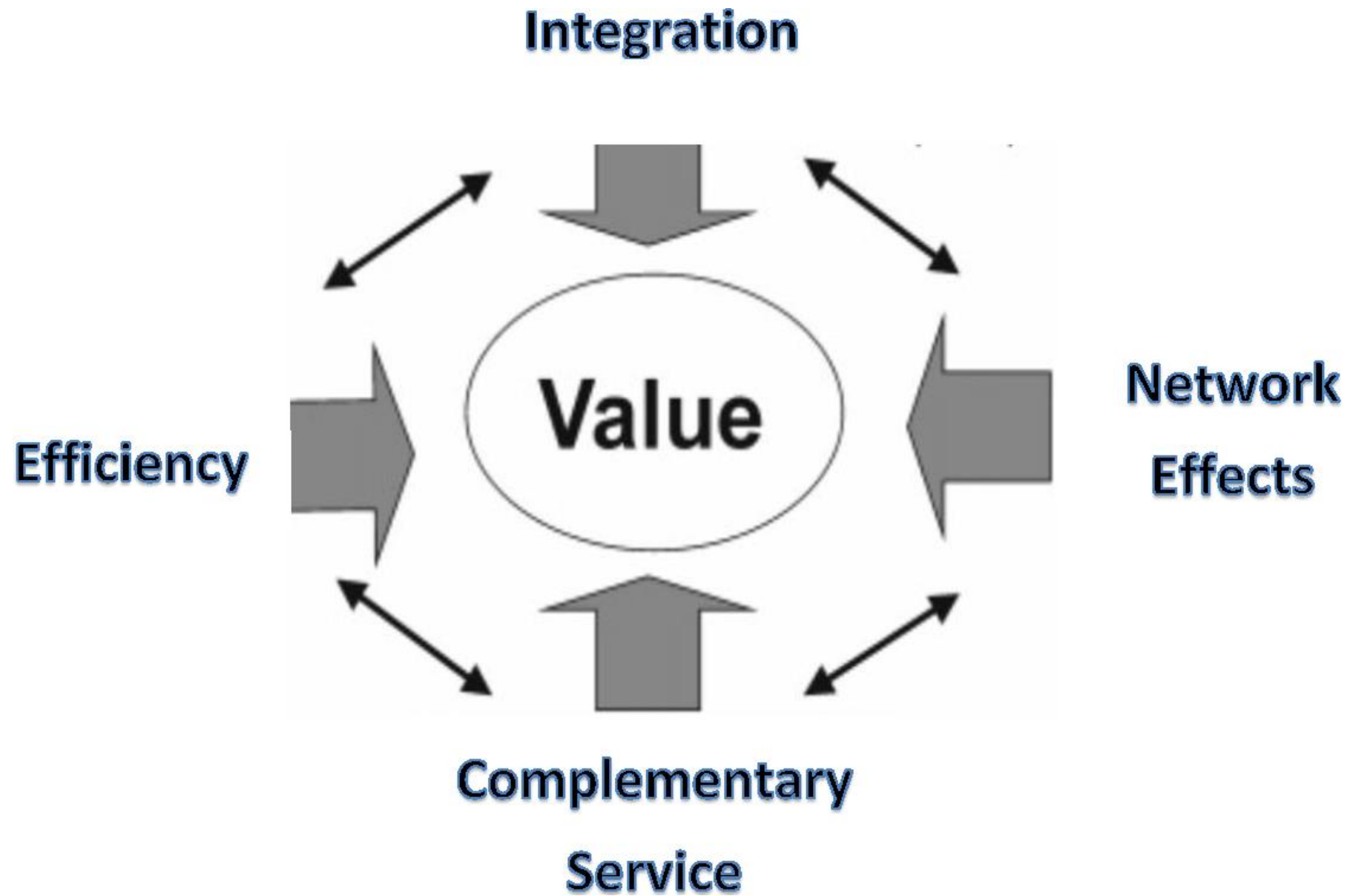


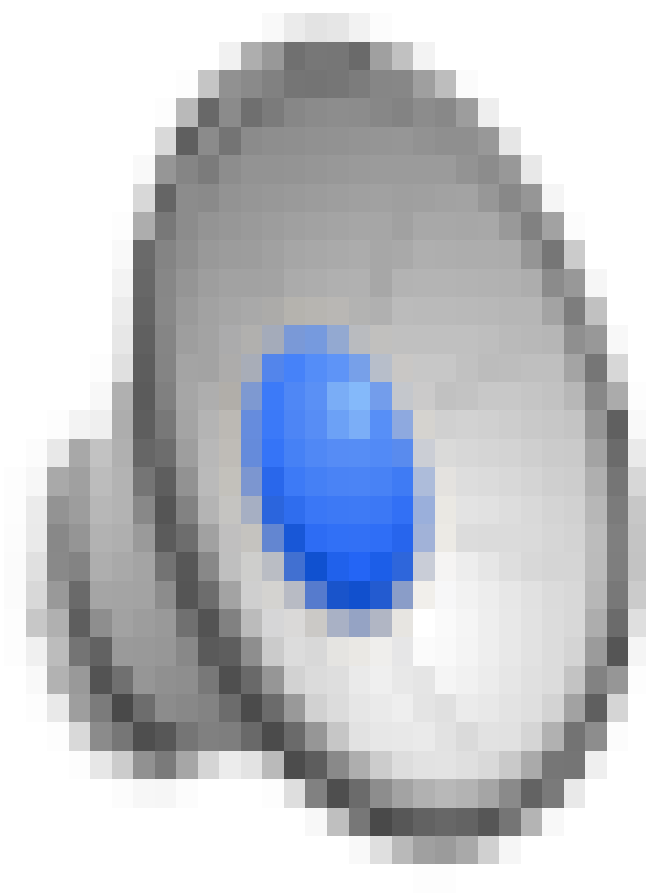
RATIOS

3:7





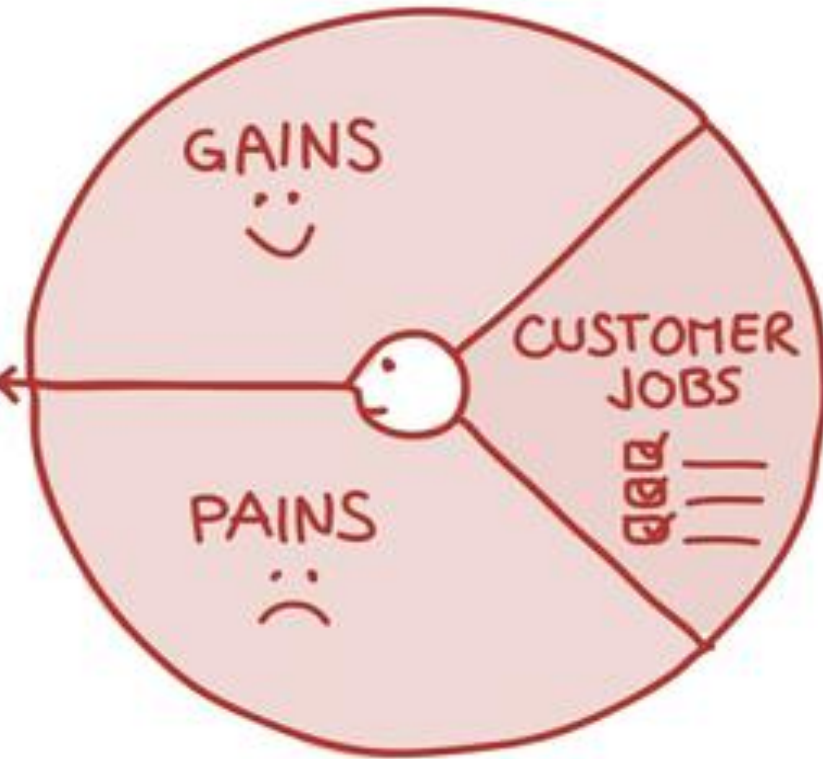




Value proposition:



Value Map



Customer Profile Map

*Key
Partners*



*Key
Activities*



*Value
Proposition*



*Customer
Relationships*



*Customer
Segments*



*Key
Resources*



Channels



*Cost
Structure*



*Revenue
Streams*





$$(T-C) \times R = P$$

