## Seven questions to assess your design business model.

Tick how your business performs on the scale Switching costs Nothing holds my clients My clients are locked in back from leaving me for several years Source of revenues 100% of my sales are based 100% of my sales are transactional on selling design value Strategy vs organic My business model identifies all the I have a totally organic approach to strategies needed to increase revenues growth with no strategies in place. Game-changing cost structures My cost structure is at least My cost structure is at least 30% higher than my competitors 30% lower than my competitors Others who do the work My business model relies on the owner All the value created in my business model always being available in the studio is created by the studio team Scalability Growing my business model requires My business model has virtually no limits to growth additional resources and effort Protection from competition My business model has no value My business model identifies proposition and I'm vulnerable value propositions for each client to competition making it hard for my competitors



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