



INTERNATIONAL PRESTRESSED  
HOLLOWCORE ASSOCIATION



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# DIFFERENT BUSINESS MODELS



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IPHA ANNUAL CONFERENCE  
PERUGIA, 2015

# CONTENTS

## 1. DOING BUSINESS

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## 2. PUTTING HOLLOWCORE IN CONTEXT

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## 3. DIFFERENT BUSINESS MODELS

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LET'S START

IT IS NOT

THE WHAT

BUT THE HOW

**THE**

**HOW**

IT IS NOT ONLY

THE WHAT

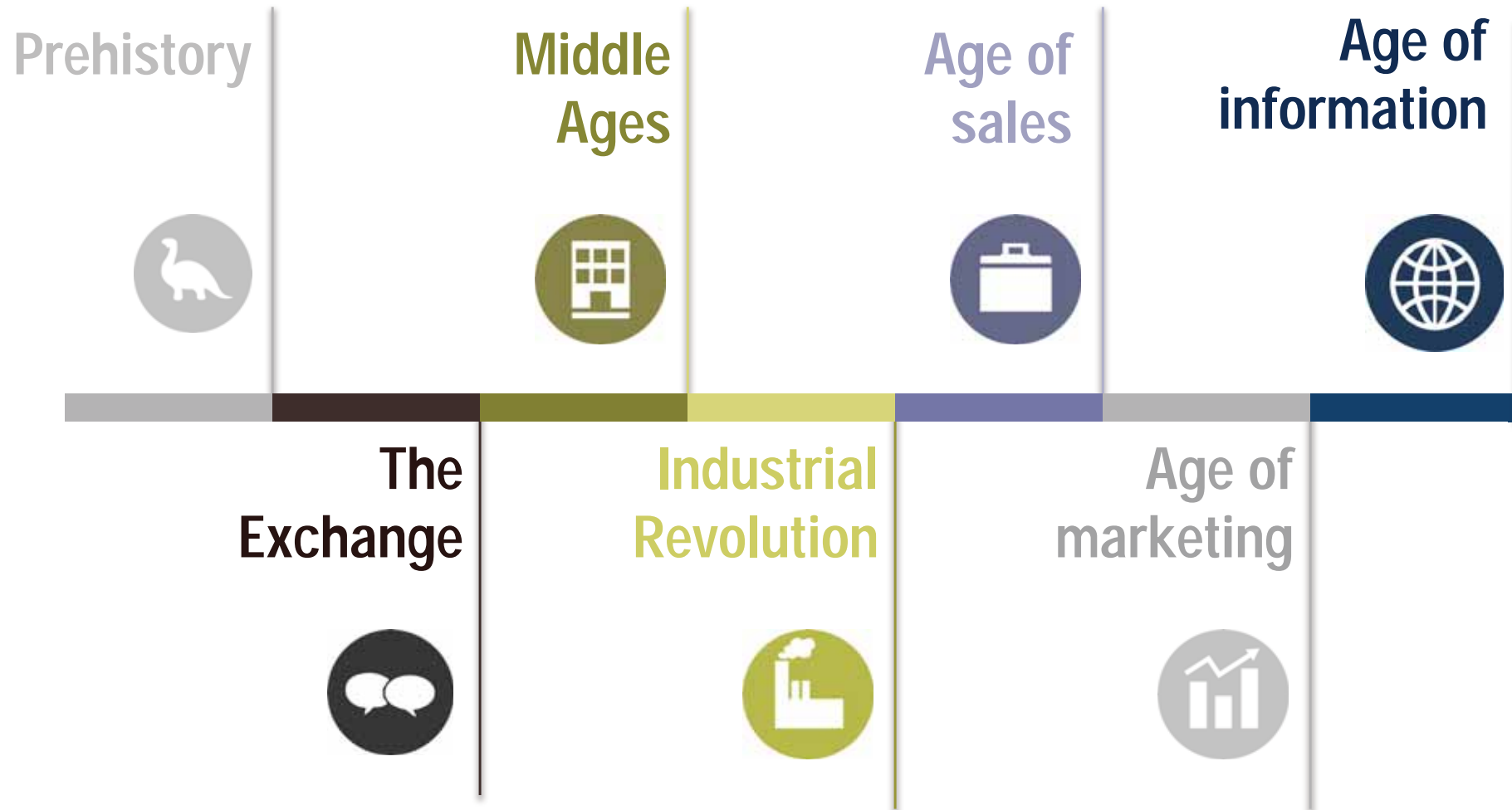
BUT ALSO THE HOW

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FIRST PART

# WHAT IS 'DOING BUSINESS'?

# DOING BUSINESS SINCE ANCIENT TIMES



# DOING BUSINESS TODAY

# EXCHANGE

VALUE  
SATISFACTION



# DOING BUSINESS TODAY

# PROFIT

THROUGH

“Meeting and exceeding client’s needs and expectations better than the competition”.

# BUSINESS MODEL KEY DIMENSIONS

# CHALLENGING ENVIRONMENT

# BUSINESS MODEL KEY DIMENSIONS

BUSINESS MISSION  
TARGET MARKETS  
COMPETITOR TARGETS

## BUSINESS MISSION

WHAT BUSINESS ARE WE IN?  
WHAT BUSINESS DO WE WANT TO BE IN?

# BUSINESS MODEL KEY DIMENSIONS

BUSINESS MISSION  
TARGET MARKETS  
COMPETITOR TARGETS

## TARGET MARKETS

# BUSINESS MODEL KEY DIMENSIONS

BUSINESS MISSION  
TARGET MARKETS  
COMPETITOR TARGETS

## COMPETITOR TARGETS

# BUSINESS MODEL KEY DIMENSIONS

## COMPETITIVE ADVANTAGE

**4P** PRODUCT  
PRICE  
PLACE  
PROMOTION

# BUSINESS MODEL KEY DIMENSIONS

**PRODUCTION PROCESS**

&

PRODUCT

**SELLING PROCESS**

WRAPPER

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SECOND PART

# PUTTING HOLLOWCORE INTO CONTEXT



PUTTING HOLLOWCORE INTO CONTEXT

# HOLLOWCORE

IS **NOT**

# SEXY

# PUTTING HOLLOWCORE INTO CONTEXT



# PUTTING HOLLOWCORE INTO CONTEXT



# PUTTING HOLLOWCORE INTO CONTEXT



# PUTTING HOLLOWCORE INTO CONTEXT



# PUTTING HOLLOWCORE INTO CONTEXT

**amazon**

The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a yellow curved arrow that starts under the letter 'a' and points to the right, ending under the letter 'n'.

# PUTTING HOLLOWCORE INTO CONTEXT

BANG & OLUFSEN

B&O

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THIRD PART

# 4 DIFFERENT

# BUSINESS MODELS



# 4 DIFFERENT BUSINESS MODELS

READY-TO-BUY  
TAILORED  
COMPETITIVE  
INTEGRATED

## READY-TO-BUY MODEL

B2B

HOLLOWCORE SLABS  
BY UNITS

LOWEST COST

# 4 DIFFERENT BUSINESS MODELS

READY-TO-BUY  
TAILORED  
COMPETITIVE  
INTEGRATED

## TAILORED MODEL

B2B

SELLING HOLLOWCORE  
SLABS UNDER ORDER

LOWEST COST  
+ SERVICES

# 4 DIFFERENT BUSINESS MODELS

READY-TO-BUY  
TAILORED  
COMPETITIVE  
INTEGRATED

## COMPETITIVE MODEL

B2B

HOLLOWCORE COMPETE  
WITH OTHER PRODUCTS

TECHNICAL CRITERIA  
COST

# 4 DIFFERENT BUSINESS MODELS

READY-TO-BUY  
TAILORED  
COMPETITIVE  
INTEGRATED

## INTEGRATED MODEL

B2B – B2C

HOLLOWCORE  
INTEGRATED IN A PROJECT

TECHNICAL CRITERIA  
COST

# PUJOL CASE STUDY

## B2C: FINAL CONSUMER



**PMP** Cases  
Prêt-à-porter



## B2C: FINAL CONSUMER



**COUPLES**

**30-40**

**FROM APARTMENT TO DETACHED  
HOUSE**

## B2C: FINAL CONSUMER



**COUPLES**

**30-40**

**FROM APARTMENT TO DETACHED  
HOUSE**

Beliefs and attitudes

## B2C: FINAL CONSUMER



**COUPLES**

**30-40**

**FROM APARTMENT TO DETACHED  
HOUSE**

Beliefs and attitudes

Personality



## B2C: FINAL CONSUMER



**COUPLES**

**30-40**

**FROM APARTMENT TO DETACHED  
HOUSE**

Beliefs and attitudes

Lifestyle

Personality

## B2C: FINAL CONSUMER



**COUPLES**

**30-40**

**FROM APARTMENT TO DETACHED  
HOUSE**

Beliefs and attitudes

Lifestyle

Personality

Economy

**PMP** Prêt-à-porter  
Houses

## B2C: FINAL CONSUMER



B2C: FINAL CONSUMER

**CREATING. DELIVERING. CONSUMING.**



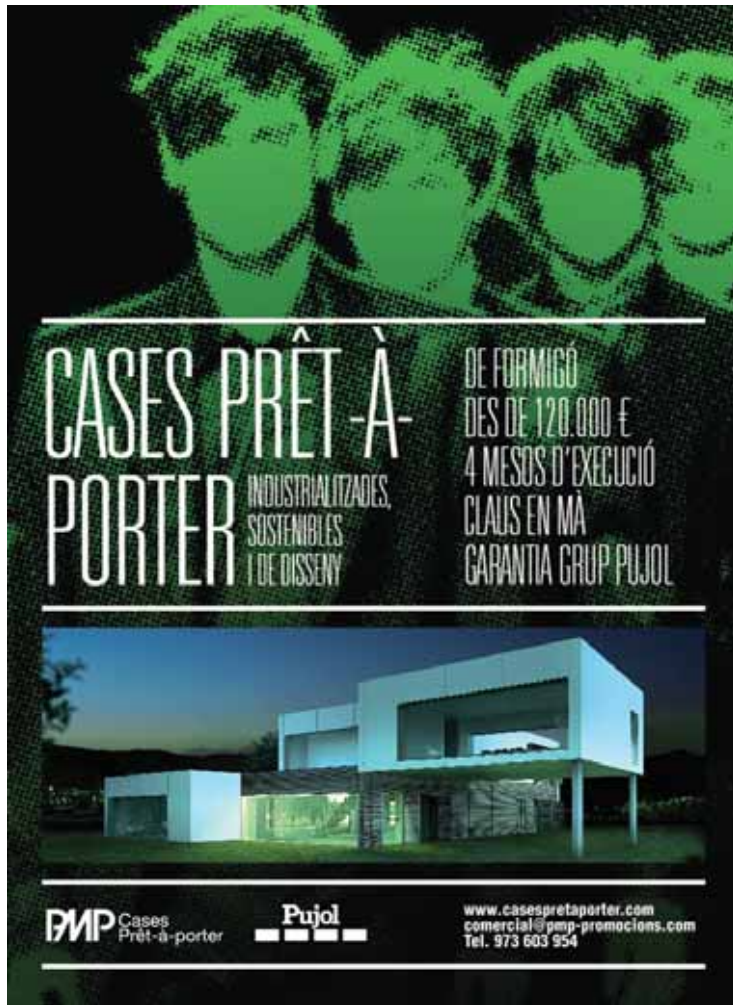
## B2C: FINAL CONSUMER



**EXACTLY THE HOUSE  
CLIENTS HAVE CHOSEN.**

# PUJOL CASE STUDY

## B2C: FINAL CONSUMER



**CASES PRÊT-À-PORTER** INDUSTRIALITZADES, SOSTENIBLES I DE DISSENY

DE FORMIGÓ DES DE 120.000 € 4 MESOS D'EXECUCIÓ CLAUS EN MÀ GARANTIA GRUP PUJOL

**PMP** Cases Prêt-à-porter **Pujol** [www.casespretaporter.com](http://www.casespretaporter.com) comercial@pmp-promocions.com Tel. 973 603 954



**“EL PRÊT-À-PORTER ARRIBA A L'ARQUITECTURA”**

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PERUGIA, 2015



## B2C: FINAL CONSUMER





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## B2C: FINAL CONSUMER



## B2C: FINAL CONSUMER



# PUJOL CASE STUDY

## B2C: FINAL CONSUMER



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FOURTH PART

# SUMMARY & CONCLUSION

**DREAM**

**BIG**

**THINK**

**GLOBALLY**

**ACT**

**LOCALLY**



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**Pujol**

