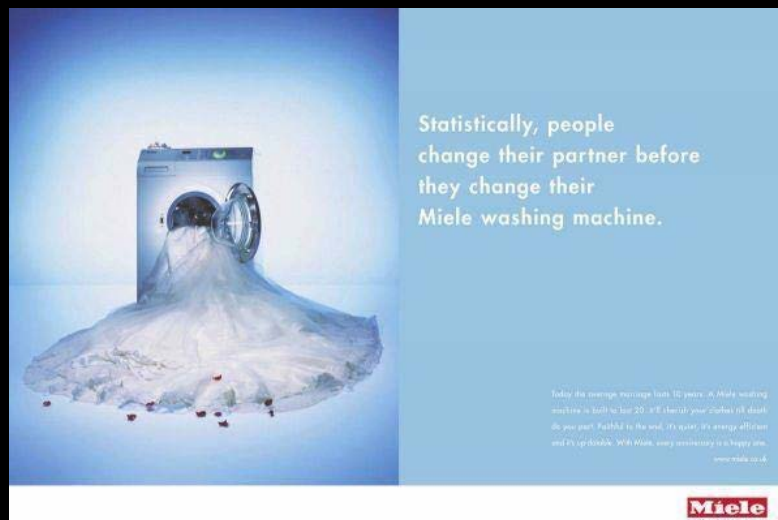


Business Model Archetypes

1. Classic Long Life
2. Hybrid
3. Gap Exploiter
4. Access
5. Performance

1. Classic Long Life

An advertisement for Miele washing machines. On the left, a white Miele washing machine is shown with its door open, and a white, flowing fabric, resembling a wedding dress, is draped over the front. The background is a light blue gradient. On the right, there is a text box with the headline: "Statistically, people change their partner before they change their Miele washing machine." Below this, in smaller text, it says: "Today the average marriage lasts 10 years. A Miele washing machine is built to last 20, so if that's your partner it'll last as long as you. Faithful to the end, it's quiet, it's energy efficient and it's upgradable. With Miele, every appliance is a happy one." At the bottom right, the Miele logo is displayed with the tagline "Miele machines for a superior life" below it.

Statistically, people change their partner before they change their Miele washing machine.

Today the average marriage lasts 10 years. A Miele washing machine is built to last 20, so if that's your partner it'll last as long as you. Faithful to the end, it's quiet, it's energy efficient and it's upgradable. With Miele, every appliance is a happy one.

www.miele.co.uk

Miele
Machines for a superior life

2. Hybrid



3. Gap Exploiter

A screenshot of a website banner for electronics. The banner has a black navigation bar at the top with links: Laptops, Desktops, Tablets, Monitors, Dealer Application, and Help. Below the navigation bar is a large white section with the text "FREE SHIPPING FOR A LIMITED TIME" in blue. Underneath, there are three main product categories: "Laptops" (with a laptop image), "Desktops" (with a desktop tower image), and "Tablets" (with a tablet image). Below these categories is a section titled "SHOP MONITORS HERE" in blue. At the bottom of the banner, there are four smaller promotional boxes: "Product Unboxing" (with a laptop image), "US Based Customer Support" (with a woman's face image), and "Cosmetic Grading" (with a tablet image). The bottom of the banner features a row of brand logos: acer, Apple, ASUS, DELL, hp, lenovo, and SAMSUNG.

4. Access

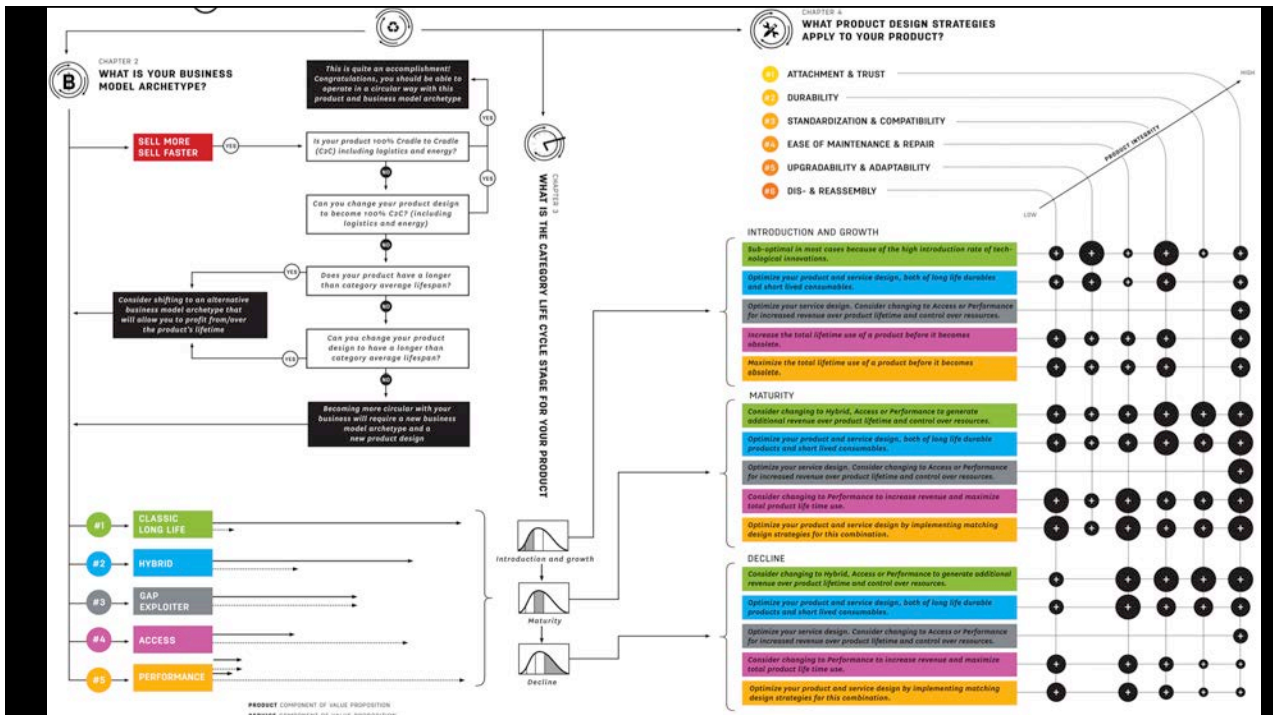


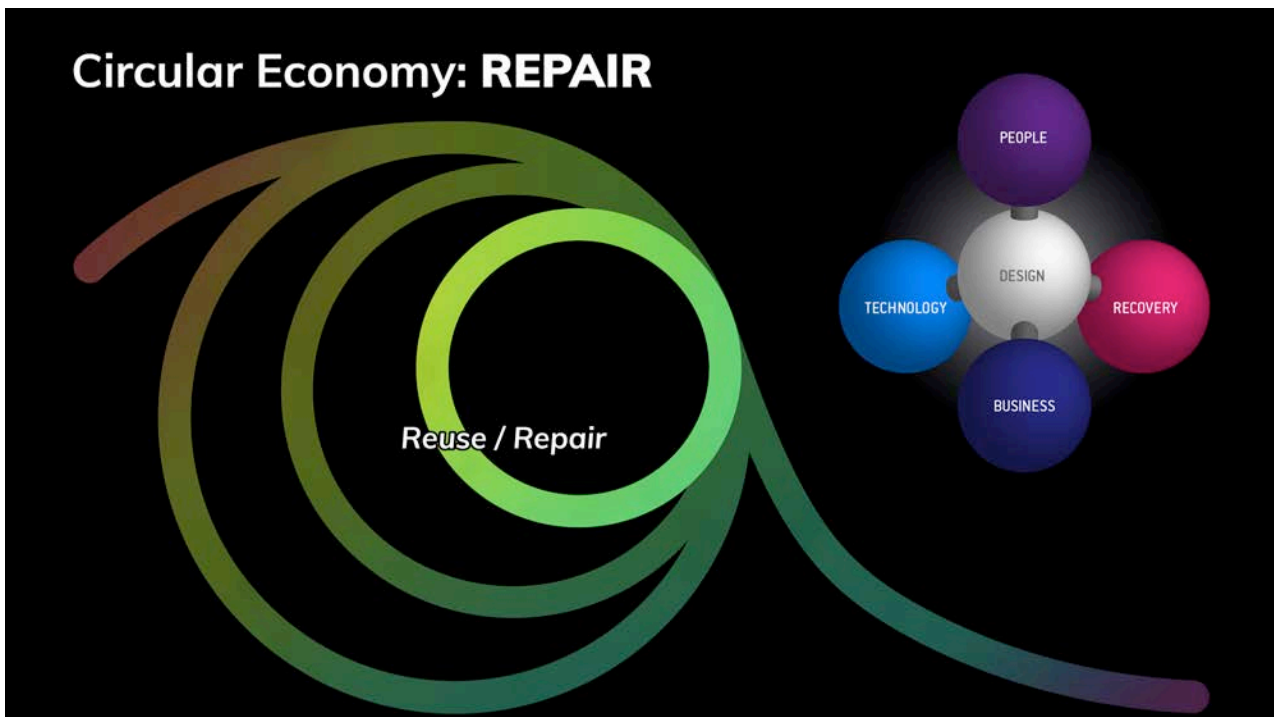
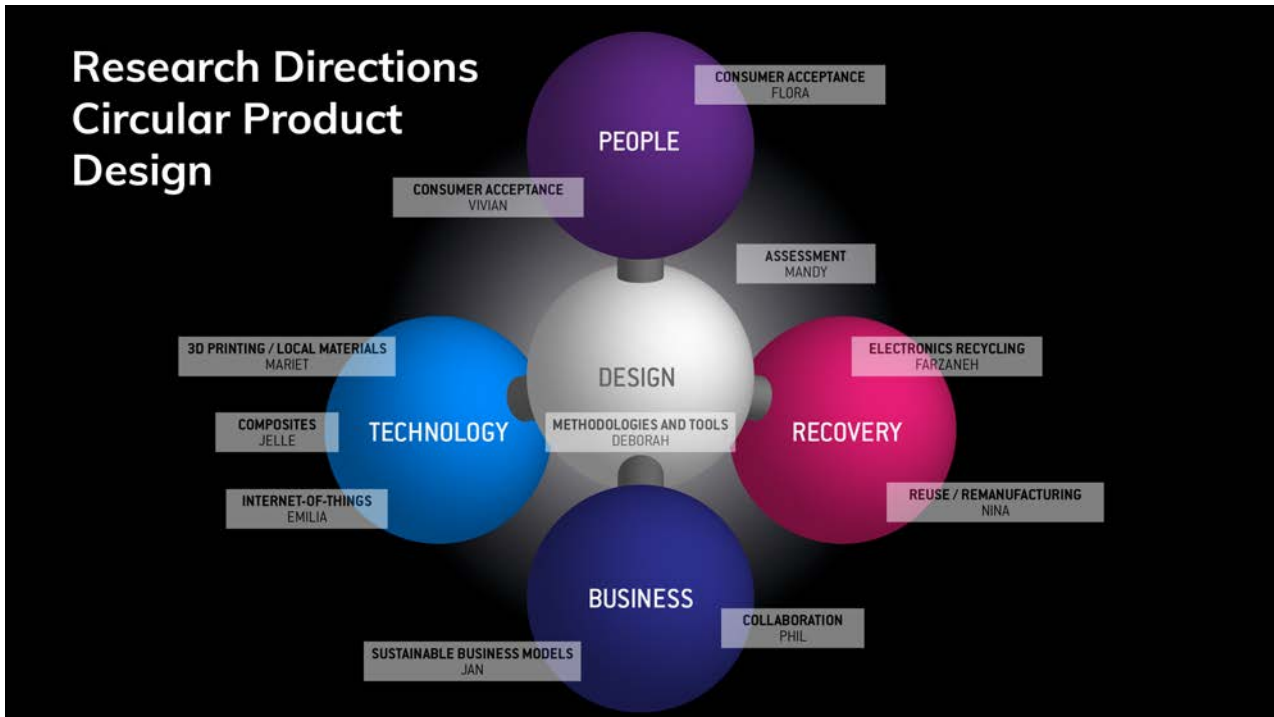
5. Performance



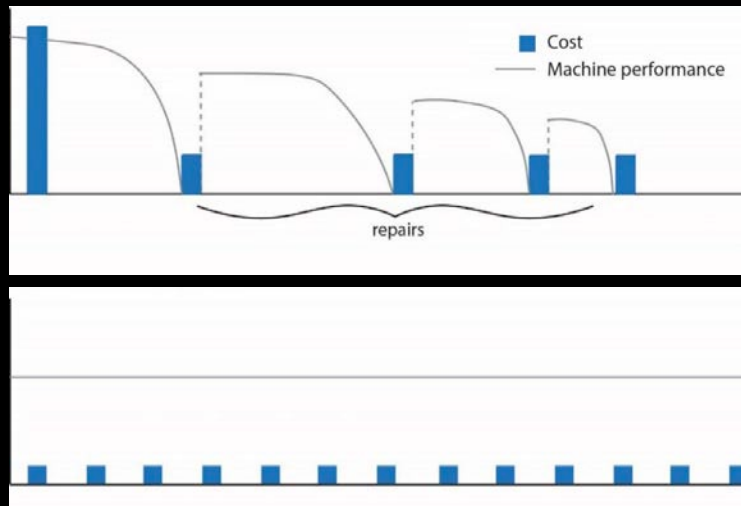
Main revenue stream for each BMA

1. Classic Long Life: one time sale of long life product
2. Hybrid: repeat sales of dedicated consumables
3. Gap Exploiter: payment for product or service
4. Access: payment for access to specific product over time
5. Performance: payment for result





Maintenance and Repair



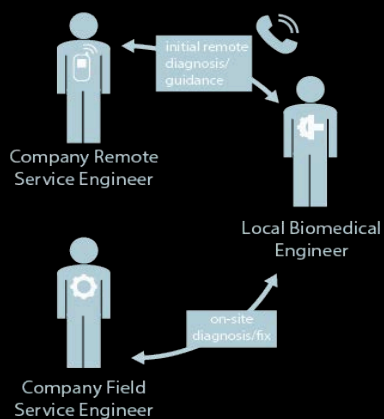
Repair =
Corrective maintenance

Preventive maintenance
- Attractive for services

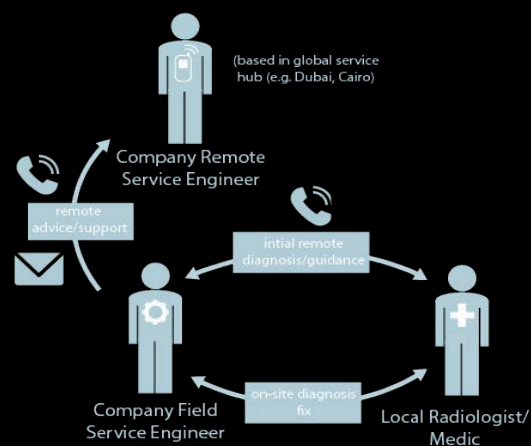
Grace Kane, Graduation Report TU Delft, 2016

Service-engineering structure Philips

Service Model Benelux



Service Model Africa



Grace Kane, Graduation Report TU Delft, 2016

Failure Prediction/Diagnostics

- Clear error handling instructions/manual
- Enable accurate information exchange for remote support

Standardization

- Use standard, universally applicable components
- Use standard interfaces to enable quick subsystem connection.

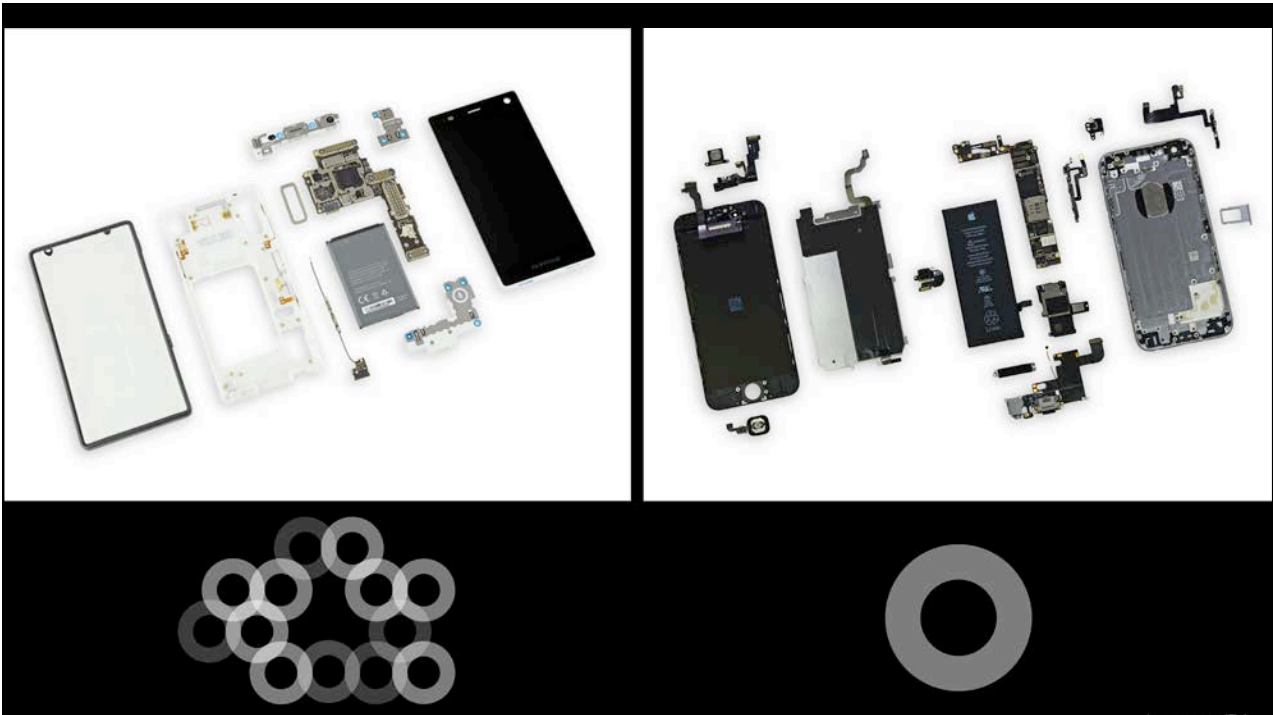
Ergonomics

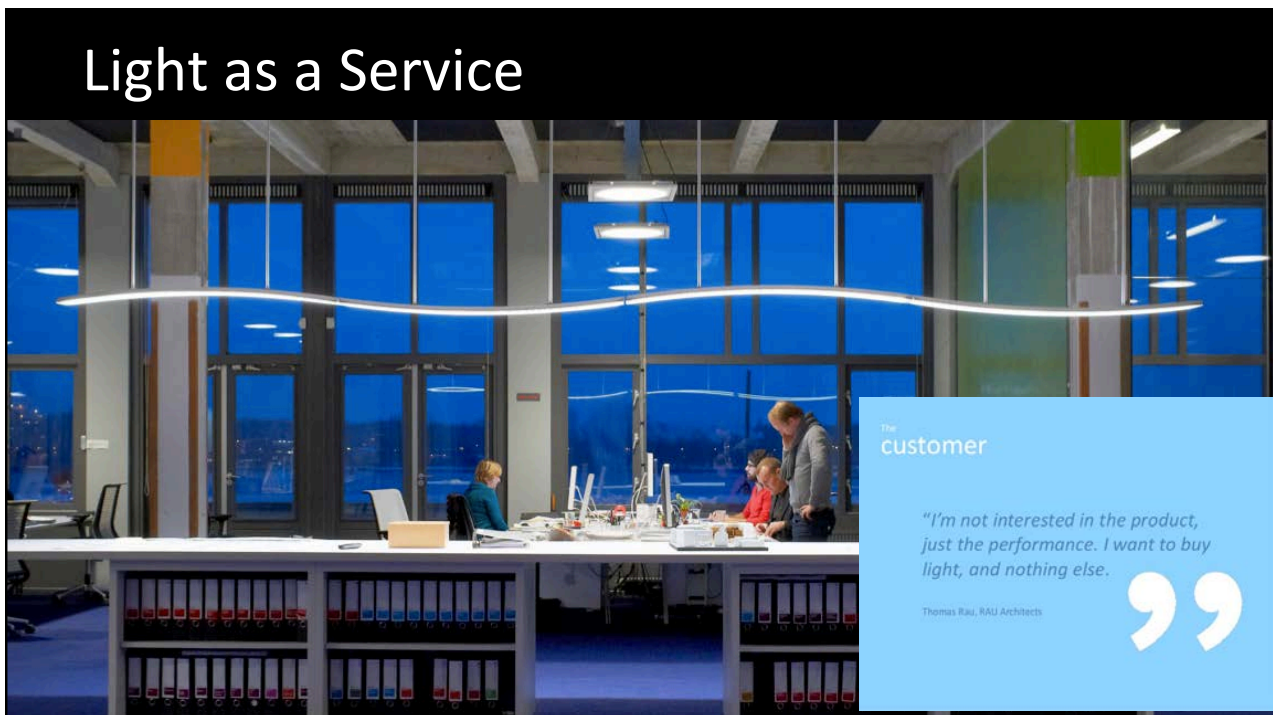
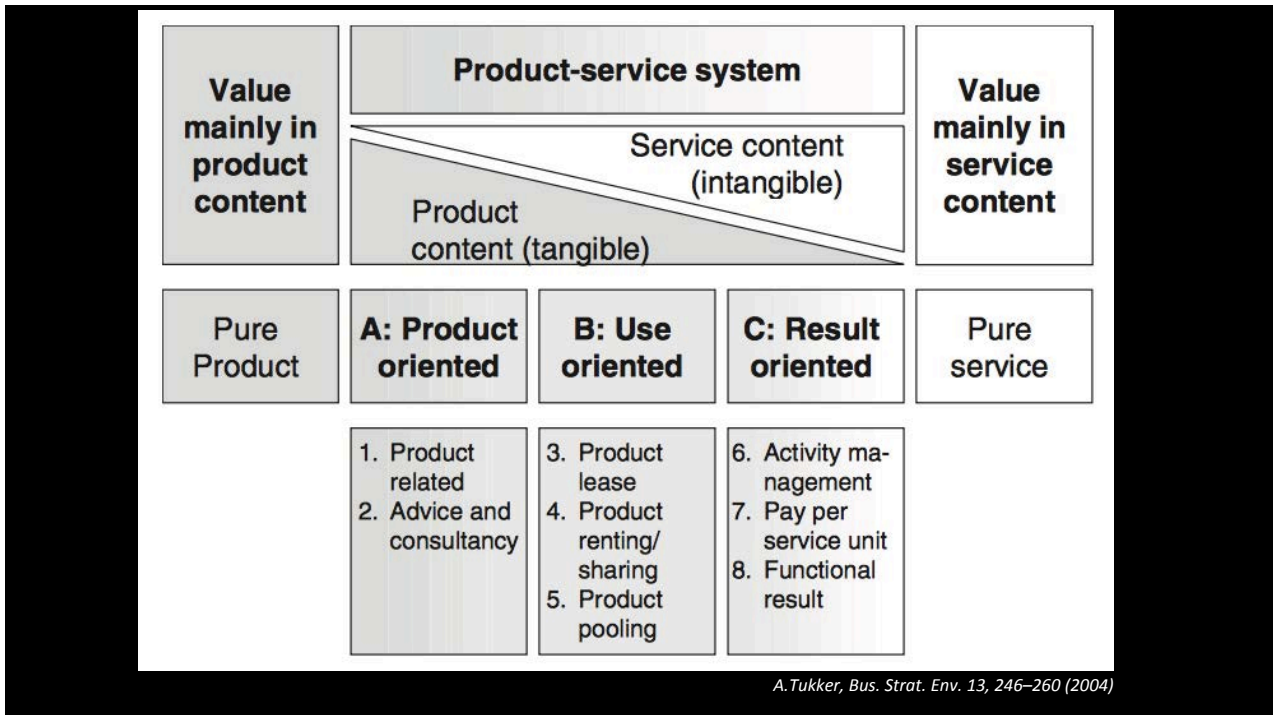
- Provide sufficient space around maintenance points for ergonomically safe repair
- Make regularly-replaced components easy to access and handle

Process

- Use fasteners that facilitate quick removal and replacement with minimum tools
- Design cues guide user to repair the machine in the 'right' way





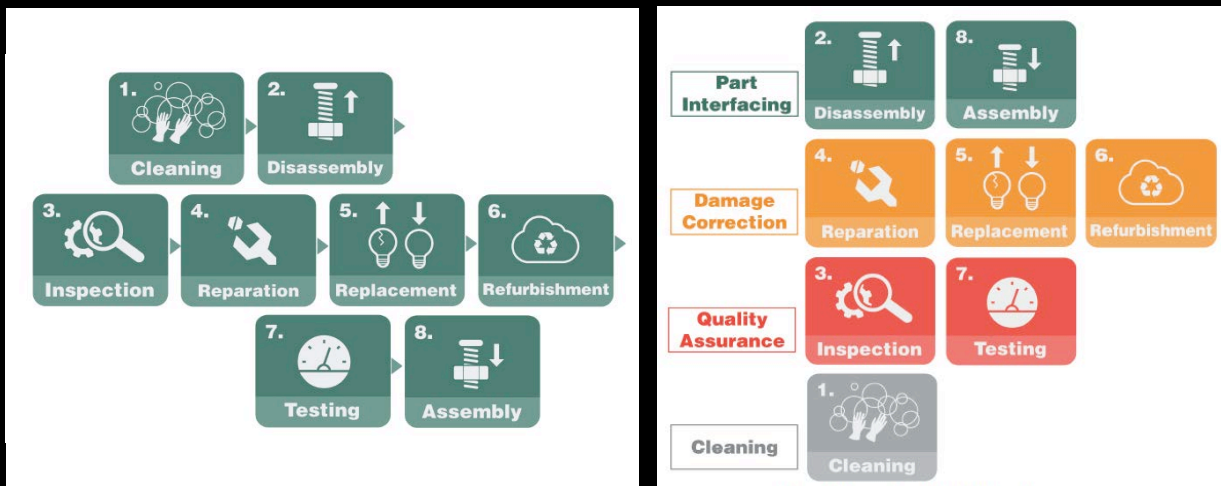


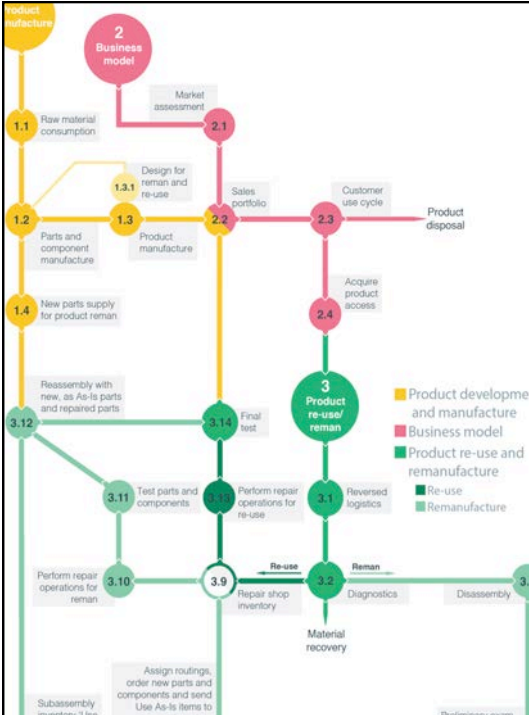


Remanufacturing



Process steps of the refurbishment process





Re-use/ remanufacture process map

- Long-term vision: foresight, planning
- Responsibility taken by manufacturer
- Recovery strategy integrated in business model
- Recovery taken into account early in design

