

LIST OF TABLE

Table III. 1 Identification of Data Needs	25
Table III. 2 List of Respondents.....	27
Table IV. 1 Business Model Canvas	29
Table IV. 2 Customer Segment.....	30
Table IV. 3 Value Proposition	32
Table IV. 4 Channel	33
Table IV. 5 Customer Relationship.....	35
Table IV. 6 Key Activity.....	36
Table IV. 7 Key Resource	37
Table IV. 8 Key Partnership	38
Table IV. 9 Cost Structure	40
Table V. 1 Analysis of the Strength and Weakness of the variable Value Proposition	51
Table V. 2 Opportunity Analysis of The Variable Value Proposition.....	52
Table V. 3. The Analysis of The Threat of The Variable Value Proposition	53
Table V. 4 SWOT Strategy Value Proposition	54
Table V. 5 Analysis of the Strength and Weakness of The Variable Cost and Revenue.....	55
Table V. 6 Analysis of variable Cost and Revenue Opportunity	57
Table V. 7 The analysis of Cost and Revenue Variable Threat	58
Table V. 8 Analysis of the Strength and Weakness of The Infrastructure Variables	60
Table V. 9 Analysis of Variable Infrastructure Opportunity	62
Table V. 10 Analysis of Variable Infrastructure Threat	64
Table V. 11 SWOT Strategy Infrastructure	65
Table V. 12 Analysis of the Strength and Weakness of The Variable Customer Relationship	67
Table V. 13 Analysis of Opportunity Customer Relationship Variables.....	69
Table V. 14 Threat Analysis Customer Relationship Variables	70
Table V. 15 SWOT Strategy Customer Relationship	72

Table V. 16 The design of the New Business Model Canvas of REBEL 504.....	73
Table VI. 1 Existing's Business Model Canvas of REBEL 504.....	77
Table VI. 2 The design of the New Business Model Canvas of REBEL 504	82