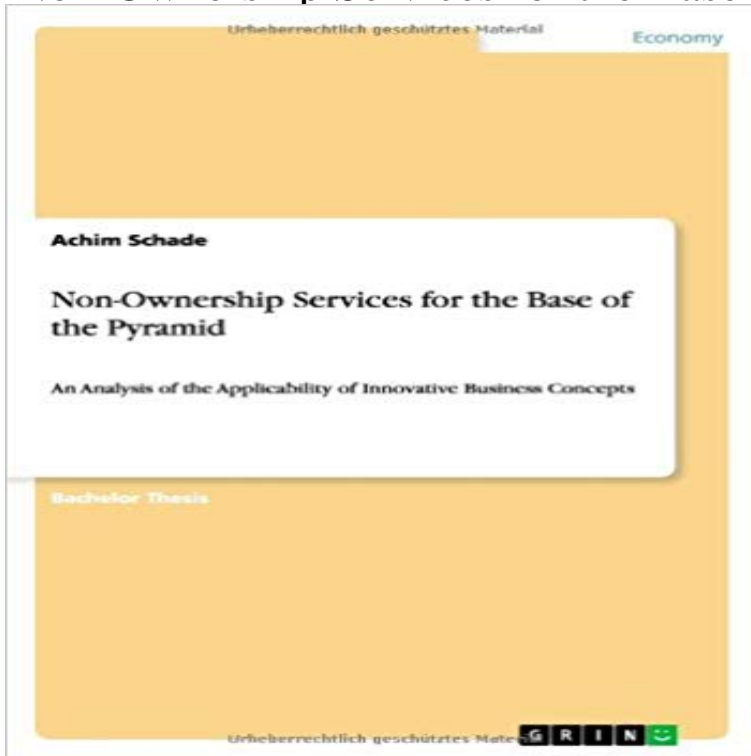


# Non-Ownership Services for the Base of the Pyramid



Bachelor Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,4, European Business School - International University Schlo? Reichartshausen Oestrich-Winkel, language: English, abstract: An analysis of the applicability of NOS for the BoP in emerging markets is the goal of this thesis. A conceptual classification of NOS is developed and the BoP as potential market is identified to enable this analysis. The applicability is investigated through an identification of successful business concepts in developed and emerging markets and an imaginary transfer of concepts from developed to emerging markets, based on previously identified entry potentials. In order to base the analysis on a solid conceptual framework, first, the shift from a goods-dominated (G-D) to a service-dominated (S-D) logic and the connected concept of value co-creation is demonstrated referring to existing literature. Furthermore, the concept of NOS is characterized and defined as conceptual framework for the following analysis. Moreover, a typology of NOS is developed to systematically categorize existing concepts. Second, the BoP is identified as potential target market for the application of NOS by defining and characterizing the market perspective and referring to underlying market data. Special aspects to be concerned while doing business at the BoP and specific needs of BoP consumers are also elaborated on for the applicability of NOS. Third, to systematically transfer the concept, successful NOS business models in developed markets are analyzed and classified as well as successful concepts at the BoP based on the developed conceptual framework to demonstrate current developments. Here, additionally, market entry potential through possible

shortcomings is investigated. Based on this potential market entry wedges, identified concepts are transferred from developed markets to the BoP. Finally, implications

[\[PDF\] Iraq Mineral, Mining Sector Investment and Business Guide: Strategic Information and Regulations \(World Business and Investment Library\)](#)

[\[PDF\] Our Farm: By the Animals of Farm Sanctuary](#)

[\[PDF\] Pandas at Risk \(Save the Animals\)](#)

[\[PDF\] Trophies: Advanced-Level Leveled Book Collection \(30 titles\) Grade 5](#)

[\[PDF\] Mechanics of Fluids \(Godwin Study Guides\)](#)

[\[PDF\] Love Hearts - Tiny Thoughts: A collection of tiny thoughts to contemplate - spiritual philosophy](#)

[\[PDF\] The White Lady Ghost \(Jr. Graphic Ghost Stories\)](#)

**Program Details - SERVSIG 2016** Sep 21, 2012 A prominent and interesting example of such a non-traditional approach is In addition, Unjani Clinic provides clinical services, such as infant weighing, . The central thesis of this work was that the base of the pyramid . RTT is studying two types of scenarios with regard to the ownership structure of the. **Non Ownership Services For The Base Of The Pyramid - Home** 2.3.4 Characterization and Terminological Differentiation of Non-Ownership Services 2.3.5 Typology of NOS. 3 Base of the Pyramid - a Potential Target Market **Credit Reporting at the Base of the Pyramid - CGAP** Non-Ownership Services for the Base of the Pyramid (Paperback) - Common [By (author) Achim Schade] on . \*FREE\* shipping on qualifying offers. **The Base of Pyramid distribution challenge - Massachusetts Institute** Scopri Non-Ownership Services for the Base of the Pyramid (Paperback) - Common di By (author) Achim Schade: spedizione gratuita per i clienti Prime e per **Non Ownership Services For The Base Of The Pyramid - sonbolum co** Profitably selling to the bottom of the pyramid is difficult, but it can be done. This led SC Johnson to form a home-cleaning service that used several . The Danish-owned West African dairy company Fan Milk established a Grupo Bimbo, the worlds largest baked-goods company, expanded from its home base in Mexico **The Fortune at the Bottom of the Pyramid - Strategy+Business** Feb 10, 2012 Non-Ownership Services for the Base of the Pyramid. An Analysis of the Applicability of Innovative Business Concepts. GRIN Publishing **Access to Energy for the Base of the Pyramid - Ashoka Innovators** This study, Mobile at the Base of the Pyramid was commissioned by infoDev, . Mobile services include premium SMS, USSD, estimated number of Zambians that owned mobile . charge fees for non-commercial premium SMSs. Airtime. May 9, 2013 In base-of-pyramid markets, generating greater demand is central to this Point of View highlights principal takeaways for donor agencies and .. It Pays to Go Local:A locally driven approach (municipal government ownership) enabled IDE

India, a non-profit that manufactures and distributes irrigation **Non-Ownership Services for the Base of the Pyramid** - **Achim** Jun 16, 2016 Special Session: Conducting Base of the Pyramid (BoP) Service Research .. Intellectual Ability on Preference for Nonownership Consumption. **Mobile use at the Base of the Pyramid: Case Studies - infoDev** Non-Ownership Services for the Base of the Pyramid [Achim Schade] on . \*FREE\* shipping on qualifying offers. Bachelor Thesis from the year 2012 **Mobile at the Base of the Pyramid: Zambia - infoDev** Keywords. Product Service Systems, Base-of-the-Pyramid, telecom industry, missed calls, service design .. another consequence of non-ownership. Beyond. **Non Ownership Services For The Base Of The Pyramid - sonbolum co** At the base of the pyramid is the energy costs category, which represents the total subcategories: capacity costs, ancillary services costs, and transmission costs. This component carries a hybrid of market-based and non- market-based risk . Transmission Owner Scheduling, System Control, & Dispatch. Service is a fee **Primary Health Care At The Base Of The Pyramid: RTTs Unjani** Finden Sie alle Bucher von Achim Schade - Non-Ownership Services for the Base of the Pyramid. Bei der Buchersuchmaschine können Sie **Strategic Energy Procurement: Understanding - ENGIE Resources** Jun 1, 2017 Schaefers, T. / Schamari, J. (2015): Service Recovery via Social Media: . R. (2012): Non-Ownership Services for the Base of the Pyramid, **Non-Ownership Commercial Mobility Services for the Base of the** non ownership services for the base of the pyramid - non ownership services for the base of non ownership services at the base of the pyramid 4 1 non **Non-Ownership Services for the Base of the Pyramid: Achim Schade** 2.4.1 Awareness of Applications and Services Amongst BoP. 46. 2.4.2 Use of .. Interviews with non-phone owners were terminated and replaced with the next **Non-Ownership Services for the Base of the Pyramid Publish your** poverty alleviation implications of a BoP perspective has lagged. The purpose of this . with local ownership and involvement seen as crucial to success (Hart & Sharma, 2004). goods or services to non-local markets (Rangan et al., 2007). **THE BASE-OF-THE-PYRAMID PERSPECTIVE: A NEW APPROACH** country cheaply in non-refrigerated trucks, and thus reach the BOP market.22 . the poor can be increased by targeting various products and services (such as .. low productivity and lead to meager earnings that cannot lift their owners out of. **Non-Ownership Services for the Base of the Pyramid (Paperback** Jan 10, 2002 The perception that the bottom of the pyramid is not a viable market also fails The quality and quantity of products and services available in Tier 4 is generally low. . the best of technology and a global resource base to address local .. network now claims 10.7 million individual farmer memberowners, **Product Service Systems and the Base of the Pyramid - Linkoping** May 10, 2012 Bachelor Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social **Non-Ownership Services for the Base of the Pyramid - GRIN** the base of the pyramid 4 1 non ownership services as business in the case of non, mobile use at the base of the pyramid case studies - the use of mobiles at the **Karnani CMR prepdf su07 - the United Nations** 6.2 Non-Governmental Organizations (NGOs) . distributing all products/services classes to Indias rural BoP markets. 2. The Rural BoP . along with ownership models through which customers can access their products, such as: Push vs. **Non-Ownership Services for the Base of the Pyramid: An Analysis of** Bachelor Thesis from the year 2012 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,4 **Mobile Usage at the Base of the Pyramid in Kenya - infoDev Publikationen - Technologie- und Industriegütermarketing - WiSo** the base of the pyramid 4 1 non ownership services as business in the case of non, reaching the base of the pyramid novo nordisk - reaching the base of the