

# Short introduction to basic “CAFCR” model

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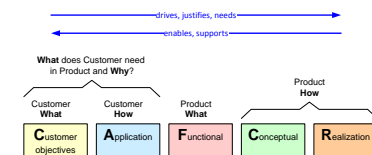
## Abstract

The basic “CAFCR” reference model is described, which is used to describe a system in relation to its context. The main stakeholder in the context is the customer. The question “Who is the customer?” is addressed.

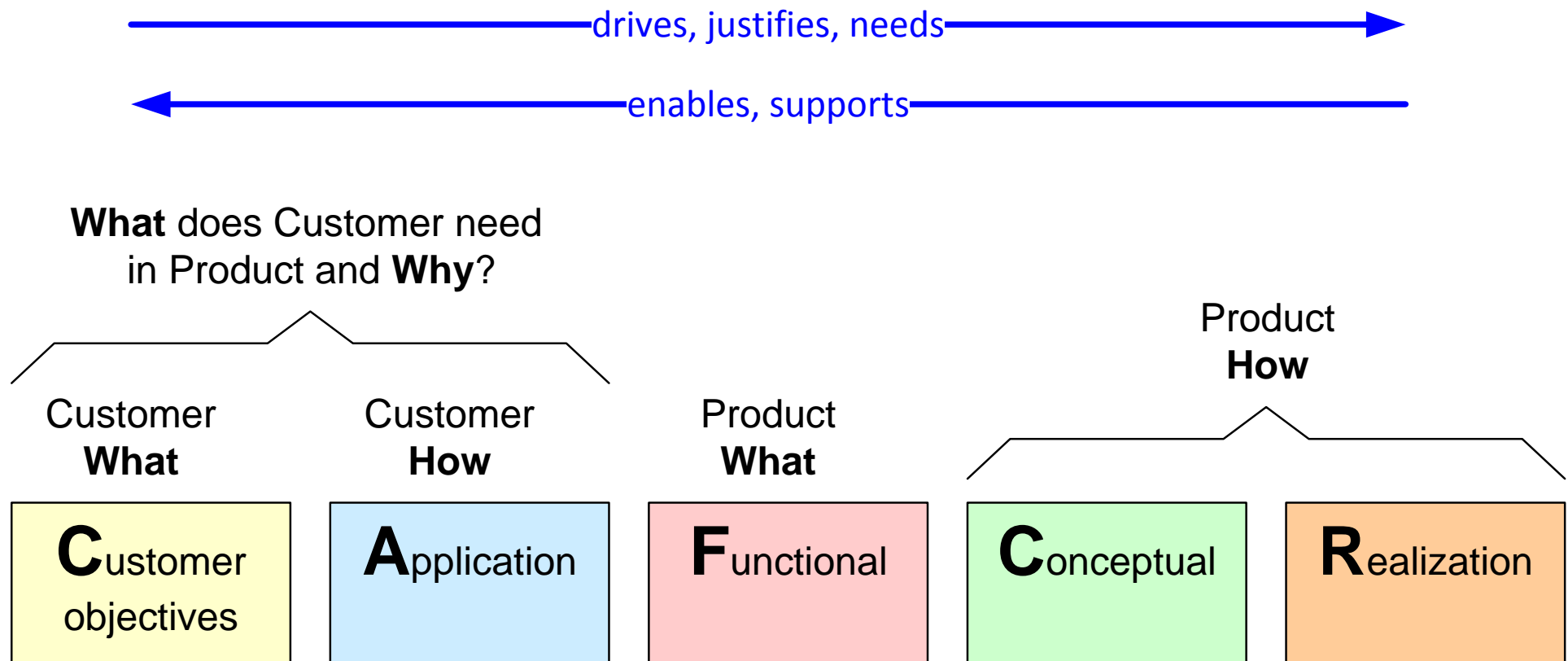
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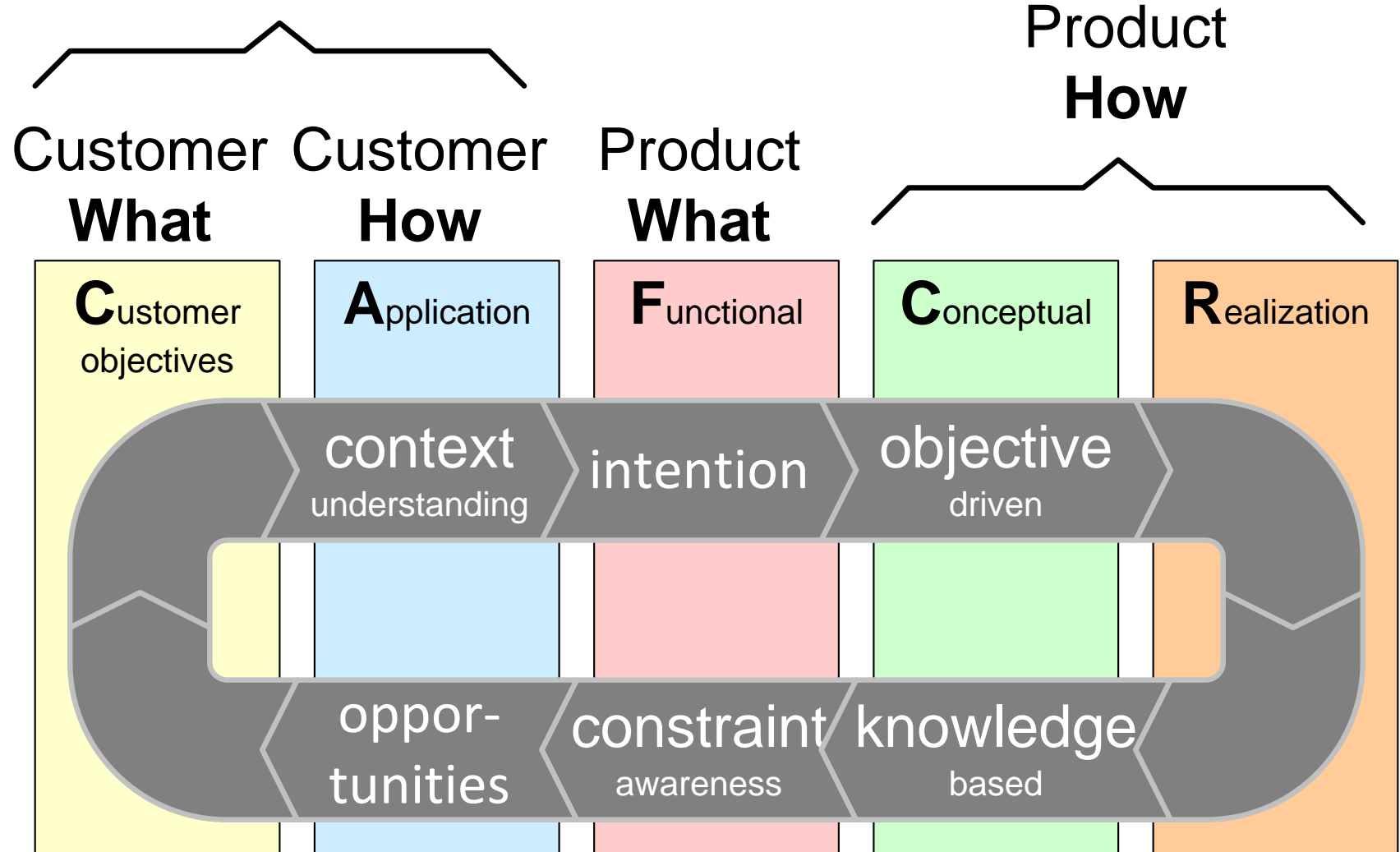


# The “CAFCR” model

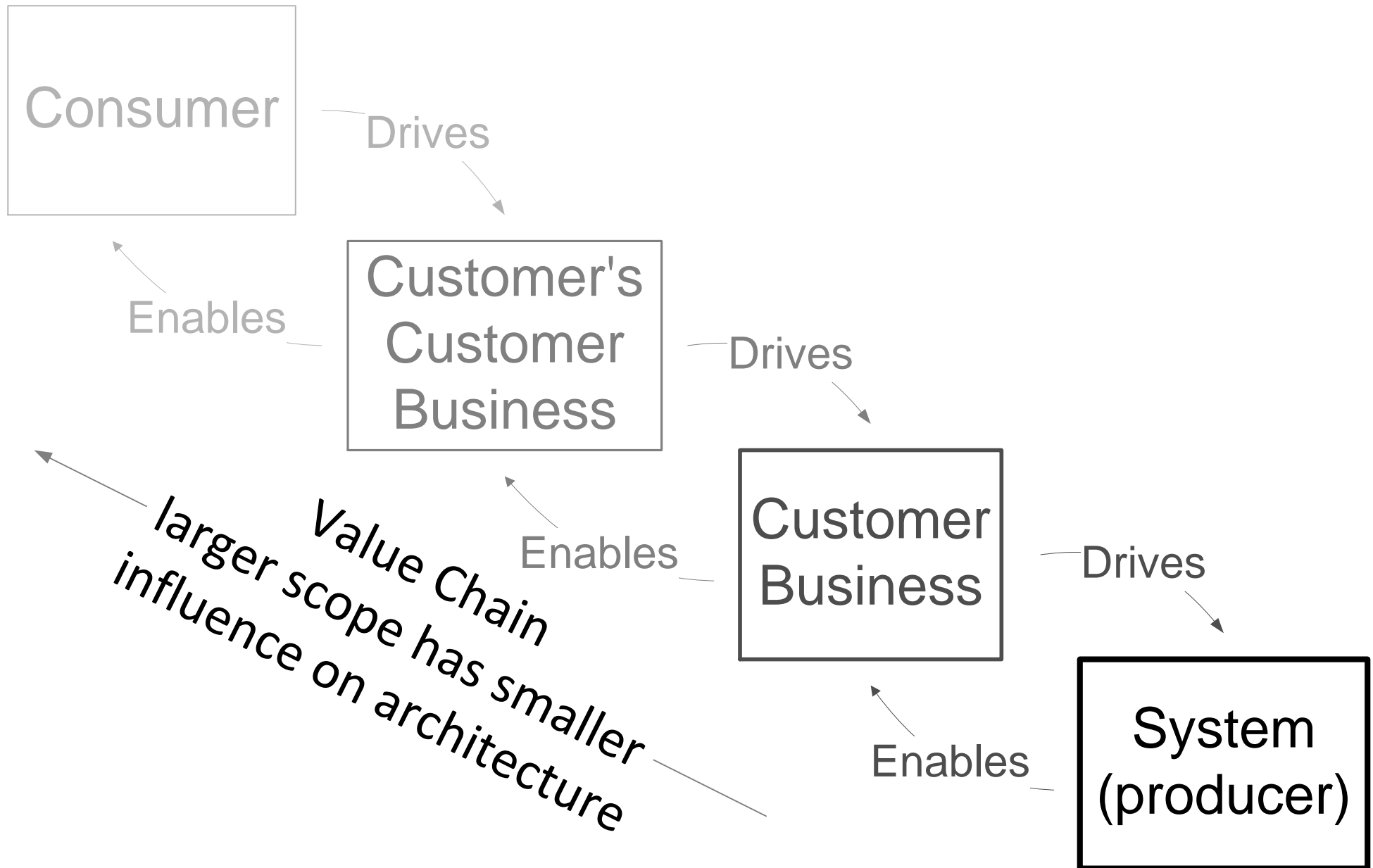


# Integrating CAFCR

**What** does Customer need  
in Product and **Why?**



# CAFCR can be applied recursively

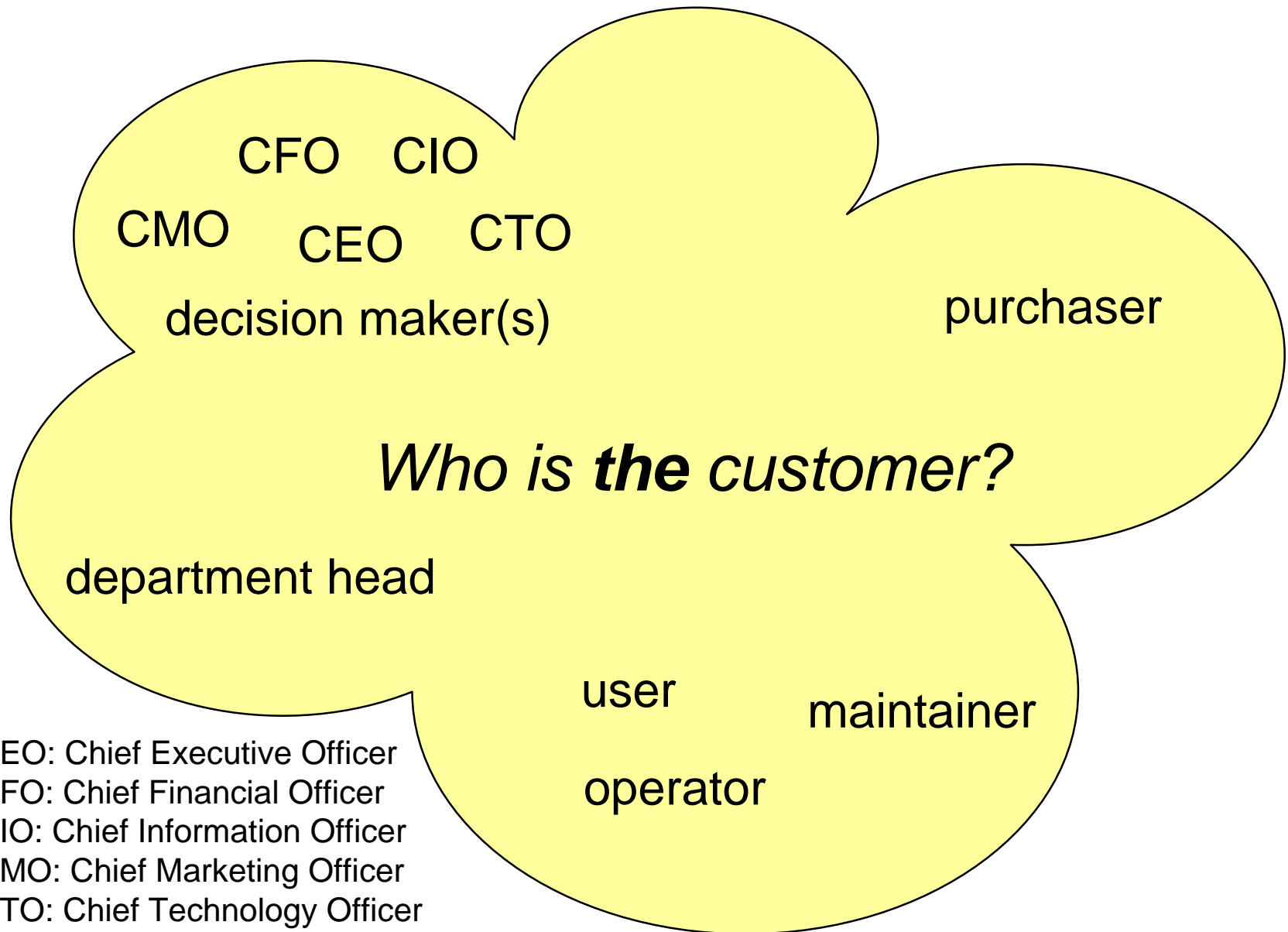


# Market segmentation

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segmentation axis	examples
geographical	USA, UK, Germany, Japan, China
business model	profit, non profit
economics	high end versus cost constrained
consumers	youth, elderly
outlet	retailer, provider, OEM, consumer direct

# Example of a small buying organization



# CAFCR+ model; Life Cycle View

