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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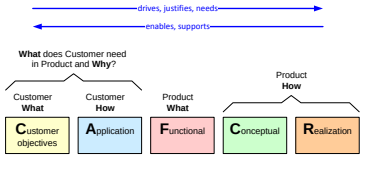
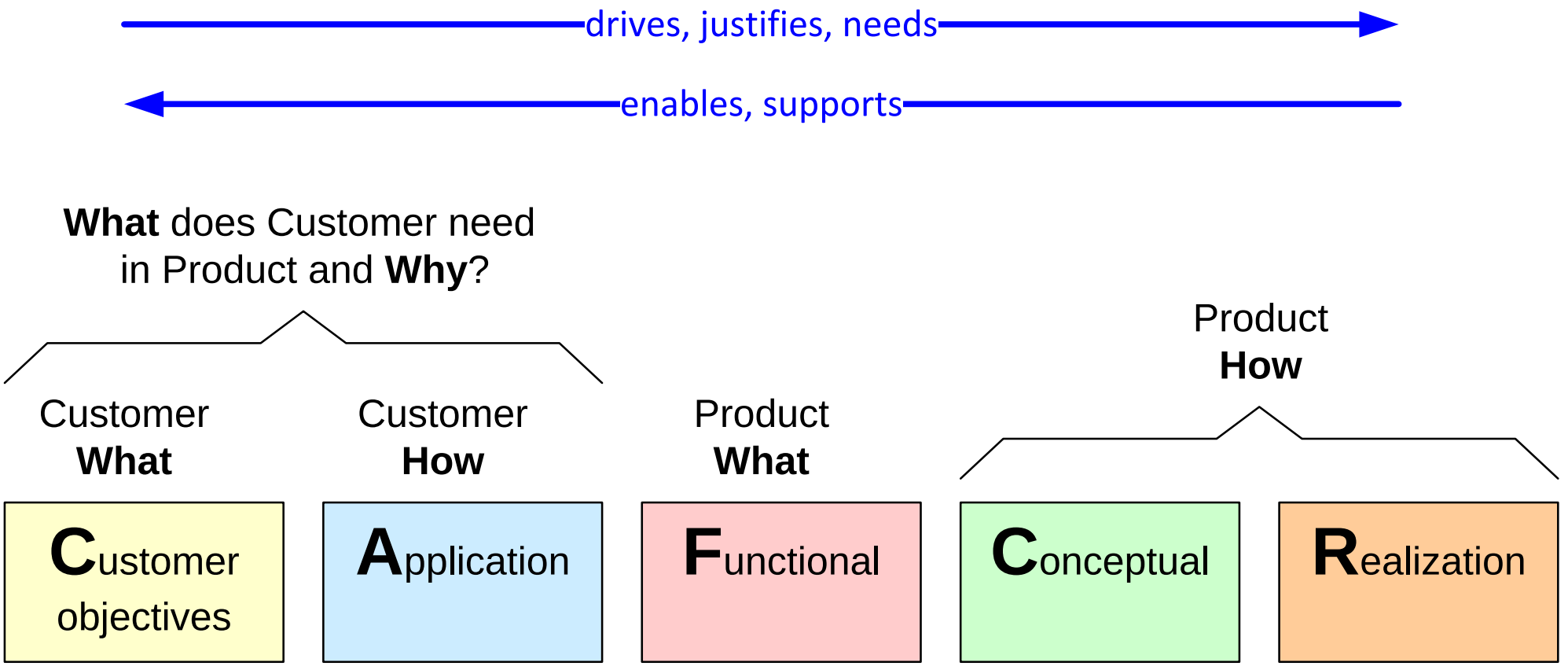
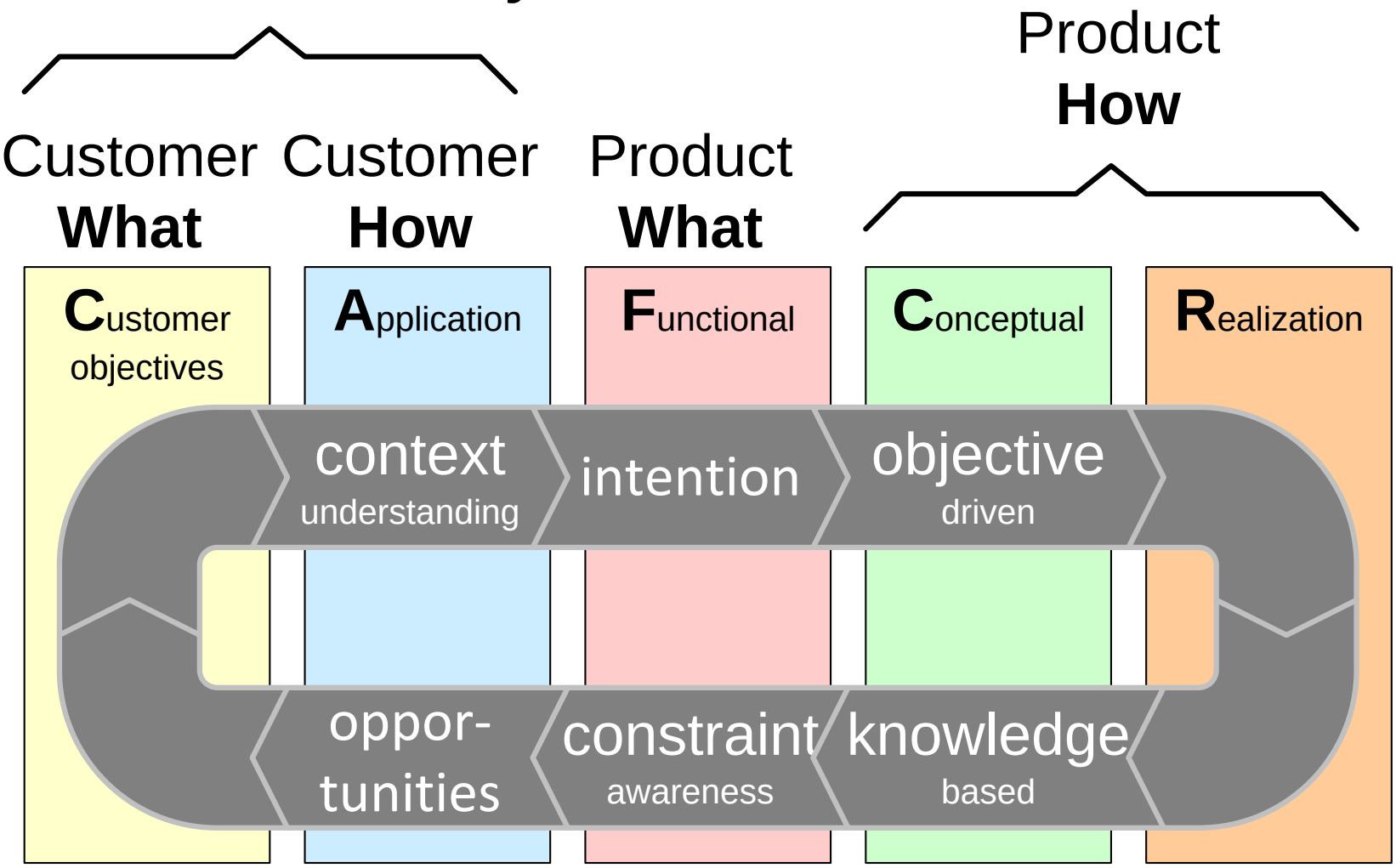


The “CAFCR” model

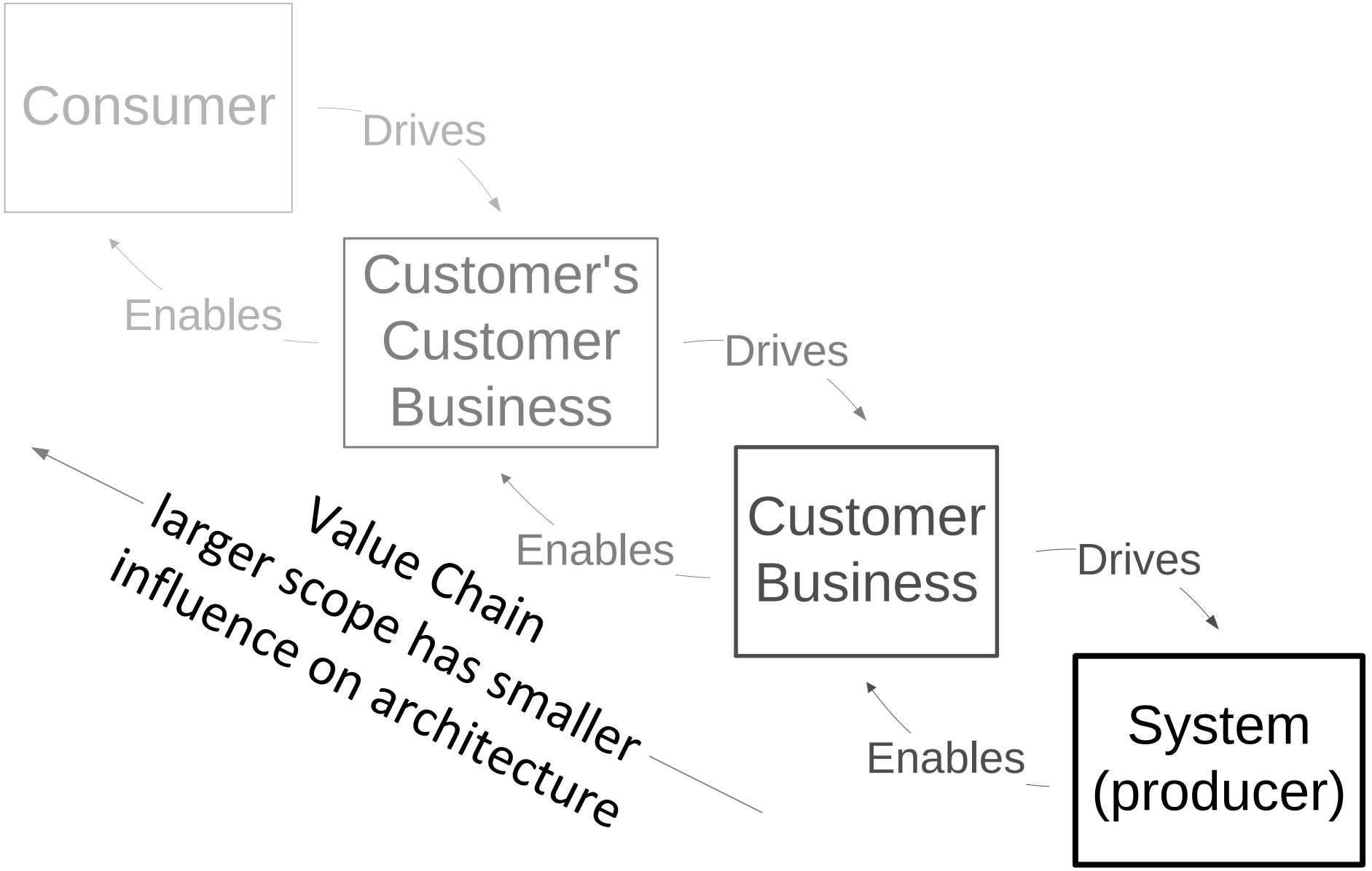


Integrating CAFCR

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



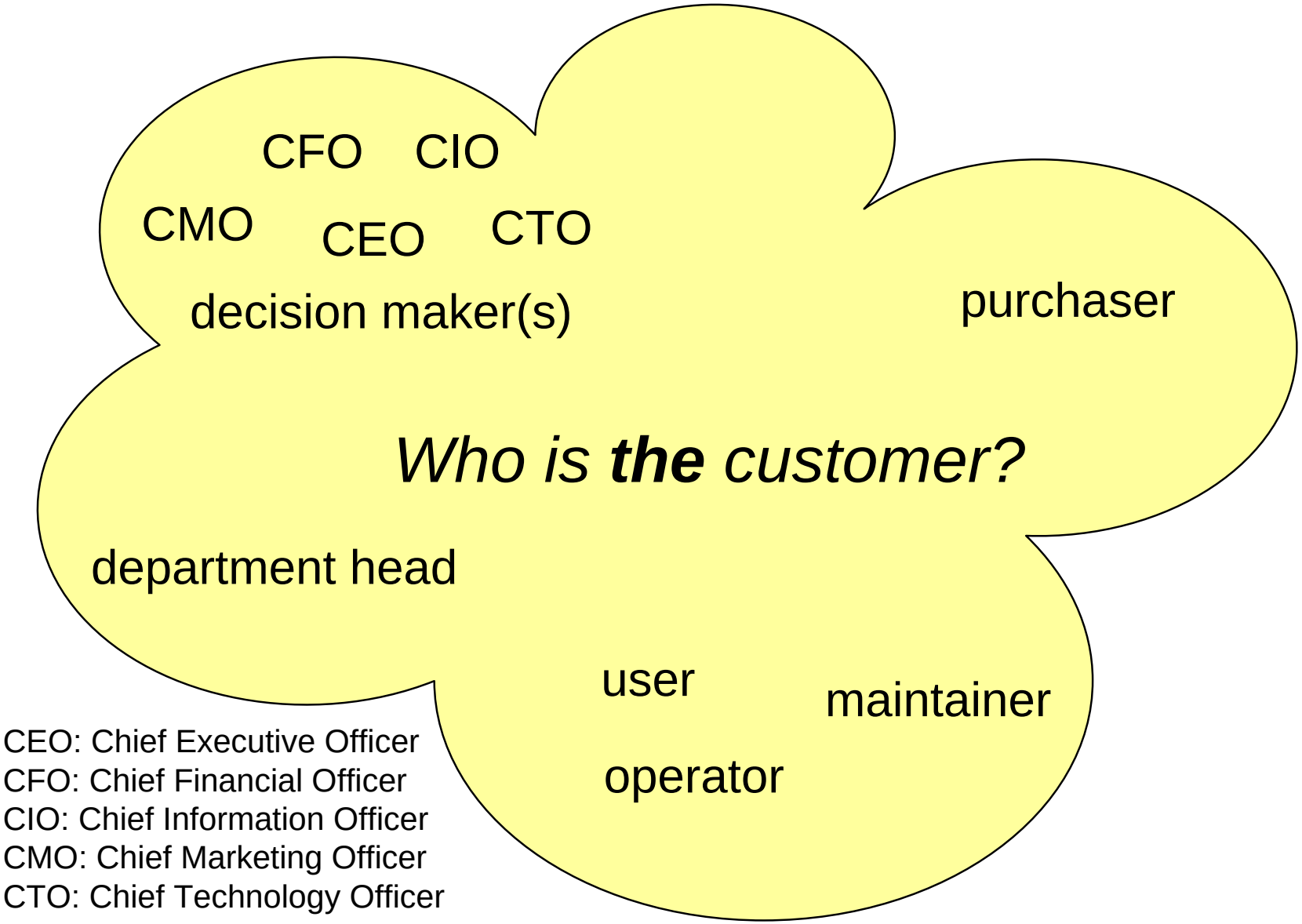
CAFCR can be applied recursively

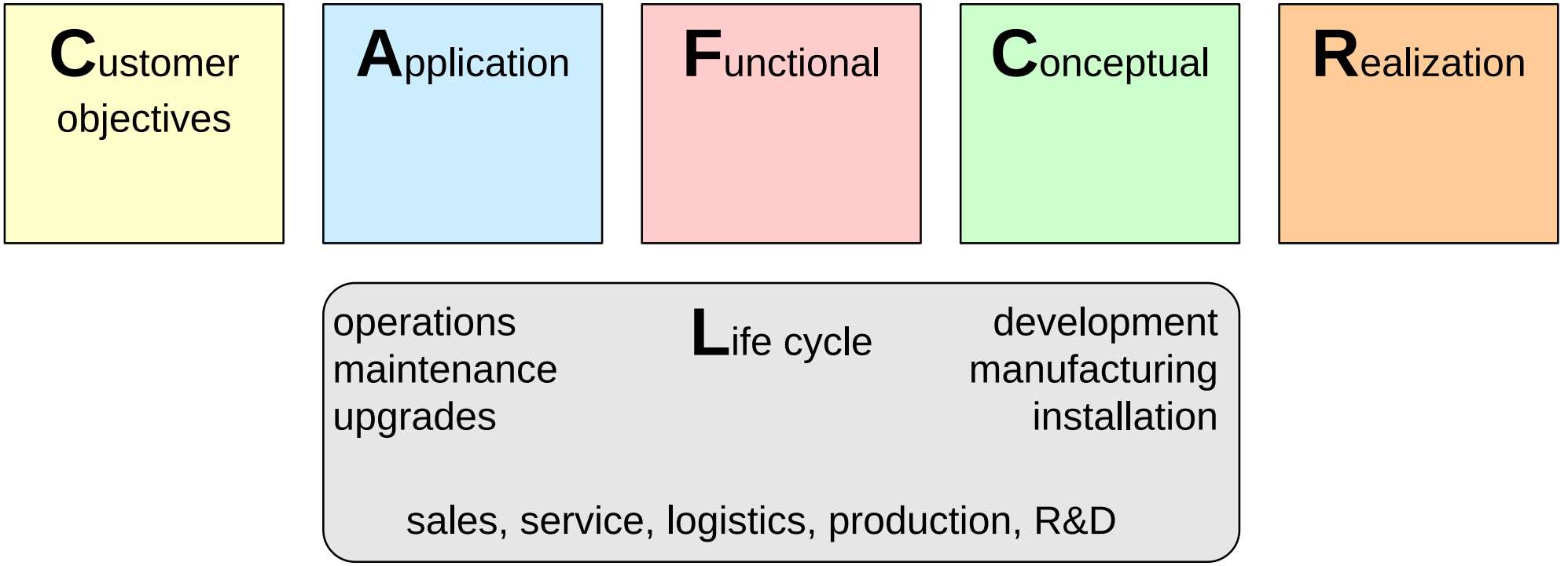


Market segmentation

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



CEO: Chief Executive Officer
CFO: Chief Financial Officer
CIO: Chief Information Officer
CMO: Chief Marketing Officer
CTO: Chief Technology Officer

CAFCR+ model; Life Cycle View