**Channels**

1. Who are your internal and external customers?

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| INTERNAL CUSTOMER SEGMENTS | EXTERNAL CUSTOMER SEGMENTS |
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2) Answer each question for each customer segment

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| a) What channels for each customer segment are use to **raise awareness** of products and/or services? |
| CUSTOMER SEGMENT 1: |
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| CUSTOMER SEGMENT 2: |
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| CUSTOMER SEGMENT 3: |
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| CUSTOMER SEGMENT 4: |
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| b) What channels for each customer segment are used to allow customers to **purchase** specific products and/or services? |
| CUSTOMER SEGMENT 1: |
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| CUSTOMER SEGMENT 2: |
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| CUSTOMER SEGMENT 3: |
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| CUSTOMER SEGMENT 4: |
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| c) What channels are used to **deliver**the products and/or services to each customer segment? |
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| CUSTOMER SEGMENT 2: |
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| CUSTOMER SEGMENT 3: |
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| CUSTOMER SEGMENT 4: |
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| d) What channels are used to carry out **after sales service** for each customer segment? |
| CUSTOMER SEGMENT 1: |
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| CUSTOMER SEGMENT 2: |
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| CUSTOMER SEGMENT 3: |
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| CUSTOMER SEGMENT 4: |
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