

Illustration

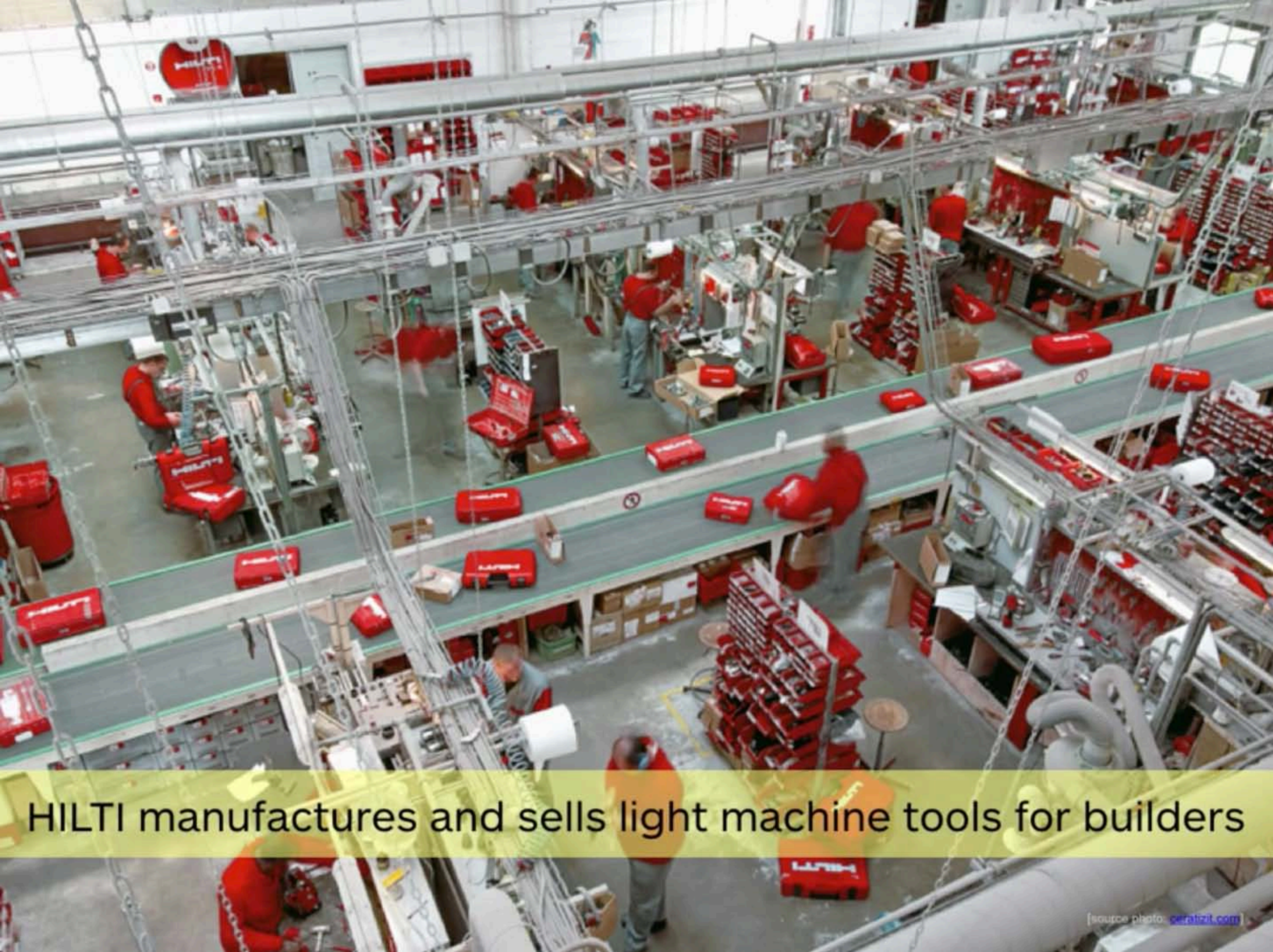
[sources: Mark W. Johnson, photo: Hilti.com]

HILTI

ATC

HILTI
TE 70

T-T



HILTI manufactures and sells light machine tools for builders

The Business Model Canvas

Designed for: **HILTI**

Designed by:

Date:

Version:





**But there was a
substantial problem**





**How could they regain
competitiveness**

A large yellow exclamation point graphic is centered on the page. The vertical stem of the exclamation point is a thick yellow bar that tapers slightly towards the top and bottom. The dot is a solid yellow square.

**they learned by
understanding customers**



The customer's biggest job to get done is NOT to buy tools



but to manage, maintain, and replace the tools
(right tool, right place, right time)

griffinindustrial.co.uk

FLEET MANAGEMENT

TOOLS ON DEMAND

The Business Model Canvas

Designed for:



Designed by:

v2

Date:

Version:

