

Short introduction to basic “CAFCR” model

by *Gerrit Muller* Embedded Systems Institute
e-mail: `gerrit.muller@embeddedsystems.nl`
`www.gaudisite.nl`

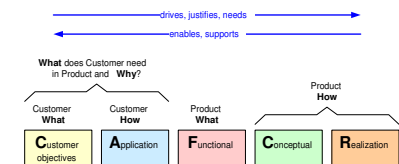
Abstract

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.

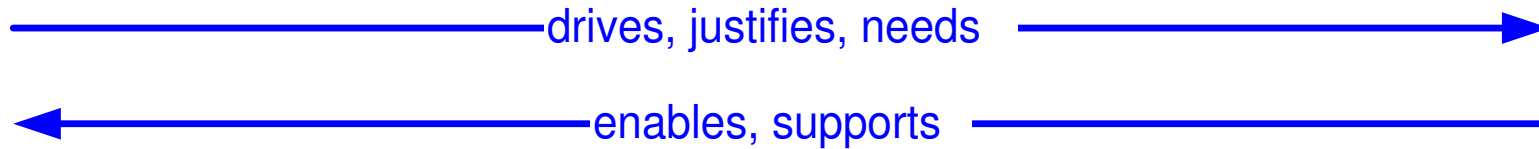
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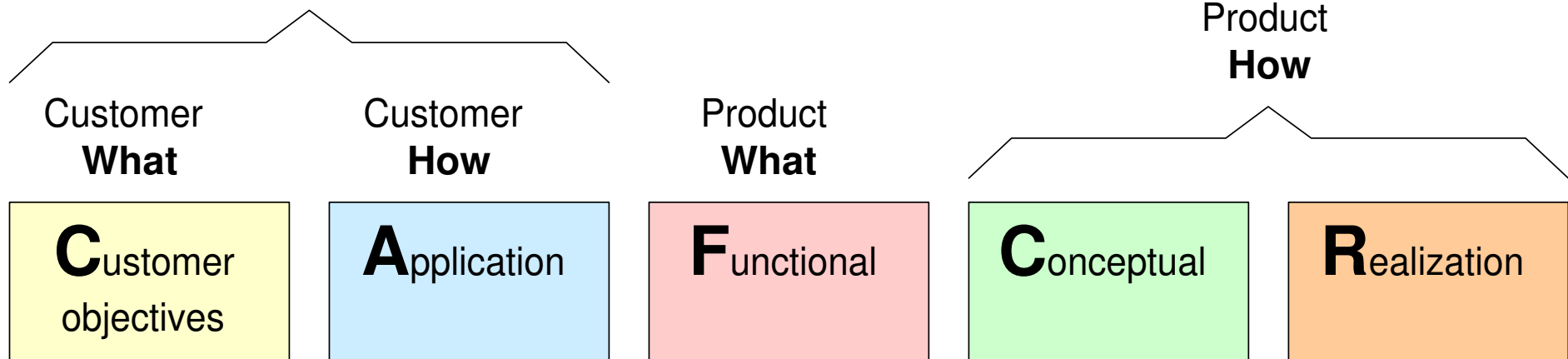
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The “CAFCR” model

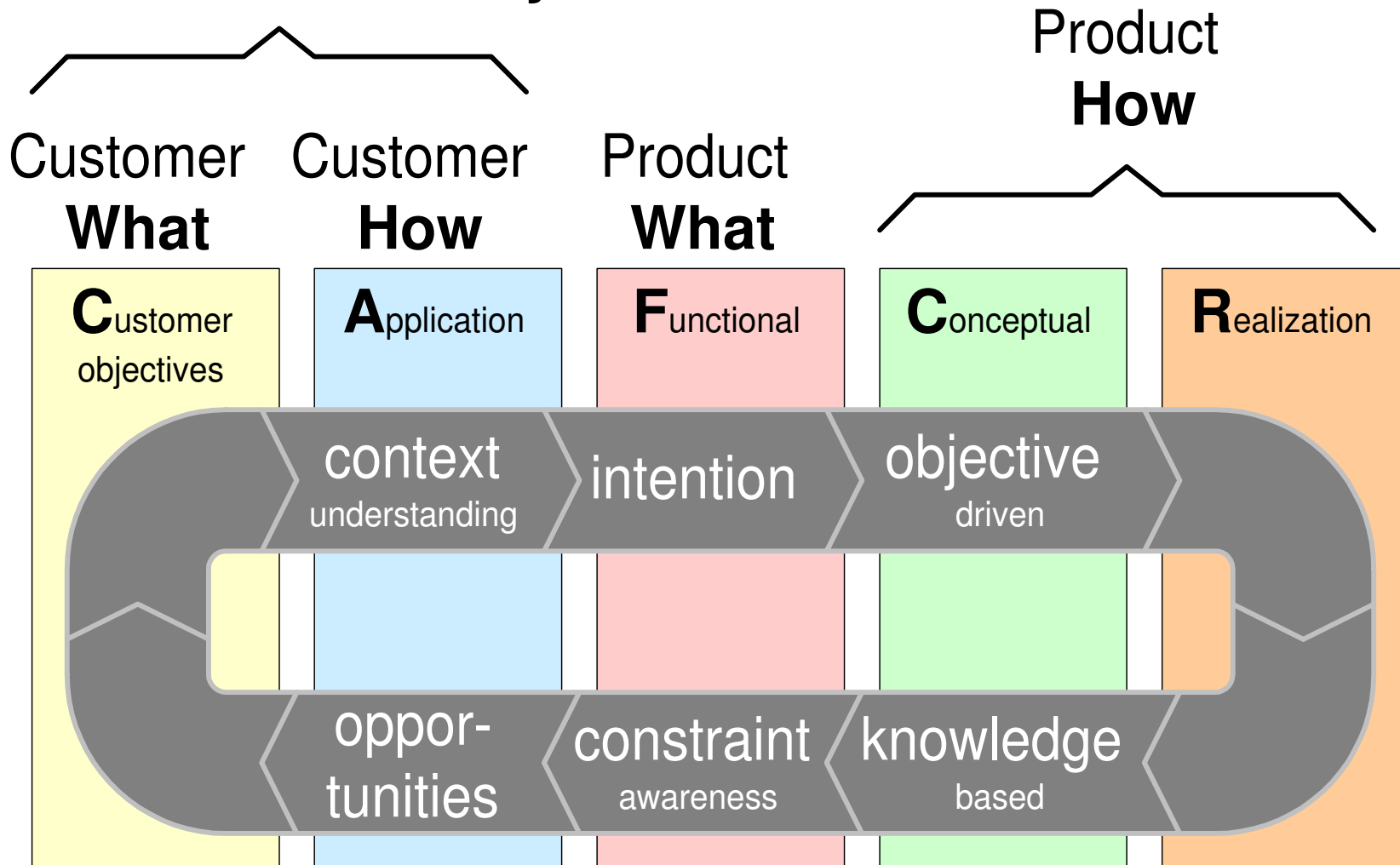


What does Customer need
in Product and **Why?**

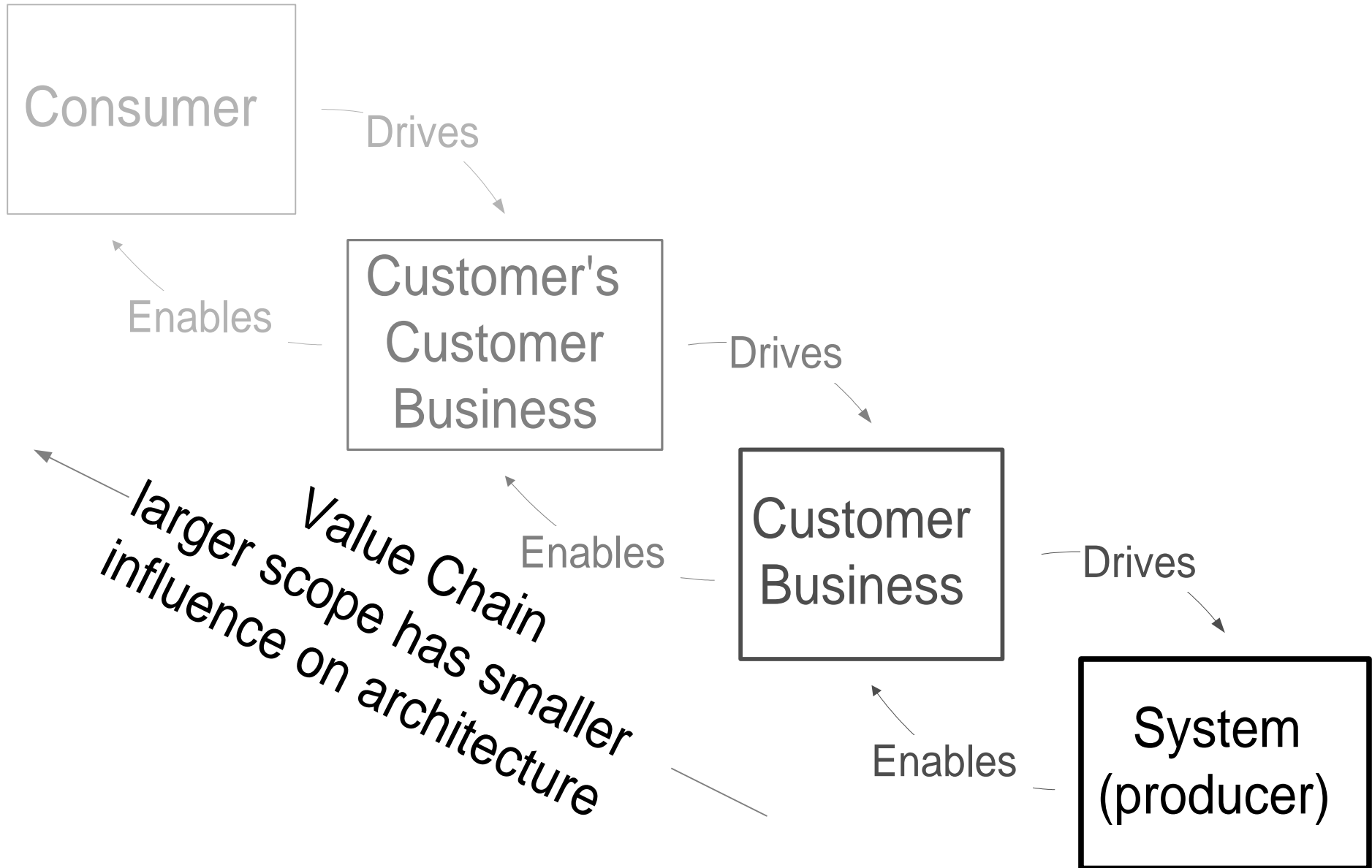


Integrating CAFCR

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



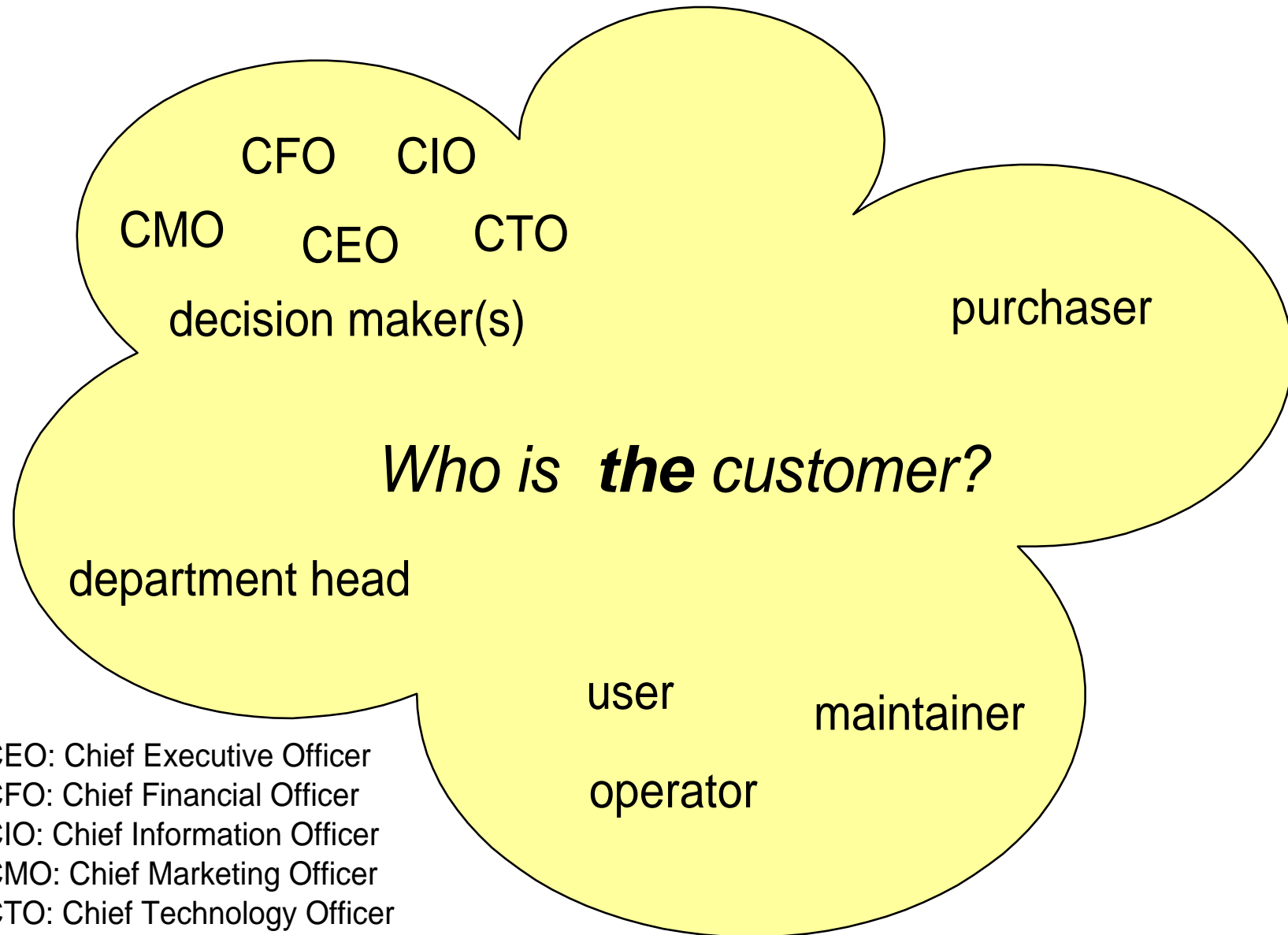
CAFCR can be applied recursively



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



CAFCR+ model; Life Cycle View

