

## SHAPING THE BUSINESS MODEL AND THE VALUE OF THE ENTERPRISE

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### ABSTRACT

The company, operating within the changing reality of the business world, must be able to utilize its resources in such a way as to maintain the continuity of its business while renewing operational strategies. Integrating resources with an innovative business model that is supported by good strategy, should be conducive to the production of expected value for the customer. Exchanging of mutual values ensures the continuity of the functioning of the enterprise and the satisfaction of customers. Then begins the process of value migration and the migration of a wide range of stakeholders (who are waiting to capture part of this value). The company, via its effective and efficient business model, becomes the carrier of this value. Managers should concentrate on building capacity to be able to continuously provide value. The purpose of this article is to show the role of the business model in the process of value exchange and its impact on the economic condition of the company.

**Keywords:** Management system, business model, managers, value of the enterprise.