**INTRODUCTION TO ENTREPRENEURSHIP**

**Learning Outcome 1: ACTIVITY 8**

**Different business models**

Provide examples and the method of service delivery for each of the business models below.

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| **Affiliate** |  |  |
| **Freemium** |  |  |
| **Auction** |  |  |
| **Subscription** |  |  |
| **Bait and Hook** |  |  |
| **Franchise** |  |  |
| **Direct sales** |  |  |