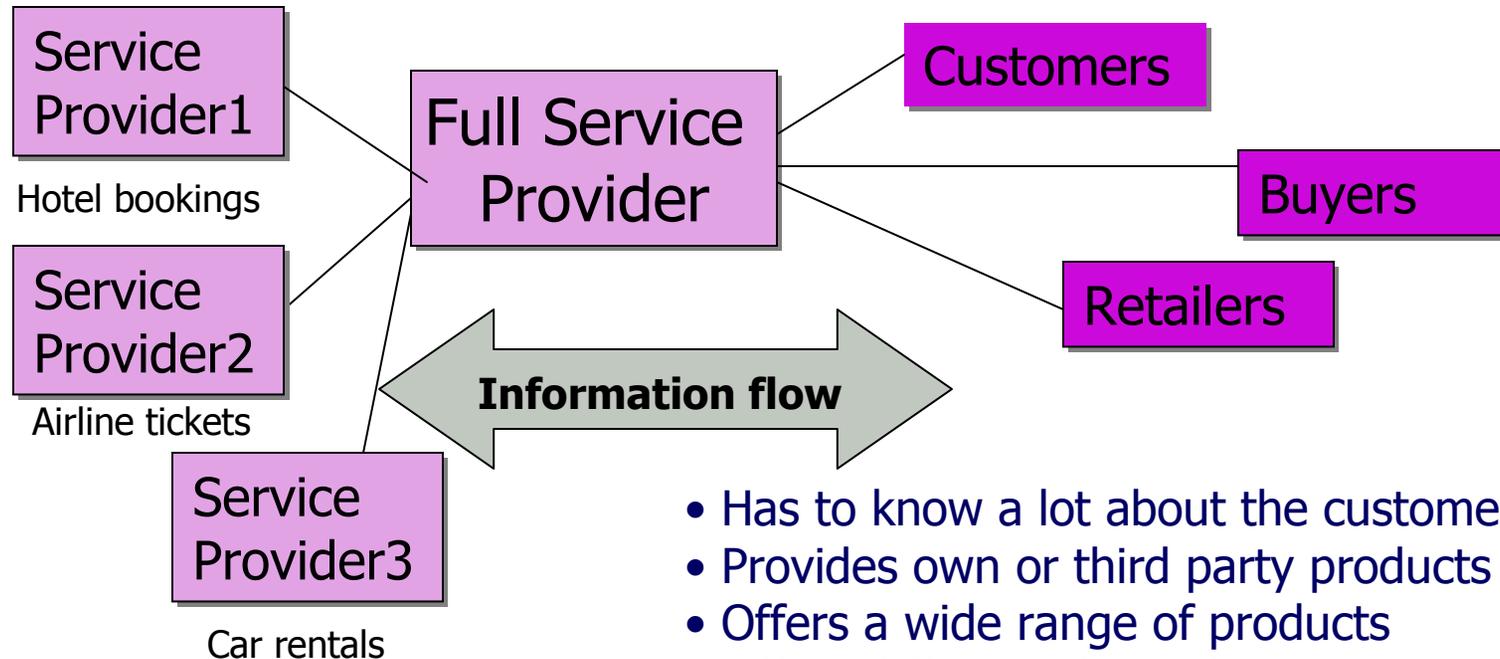


6.3. Full service provider model

Full-Service Provider Model



- Has to know a lot about the customer
- Provides own or third party products
- Offers a wide range of products
- Offers different channels
Internet, face-to-face, phone, etc.
- Sells it's own products+ Commission for third party products
- Some charge customers a service fee