

# Entrepreneurship

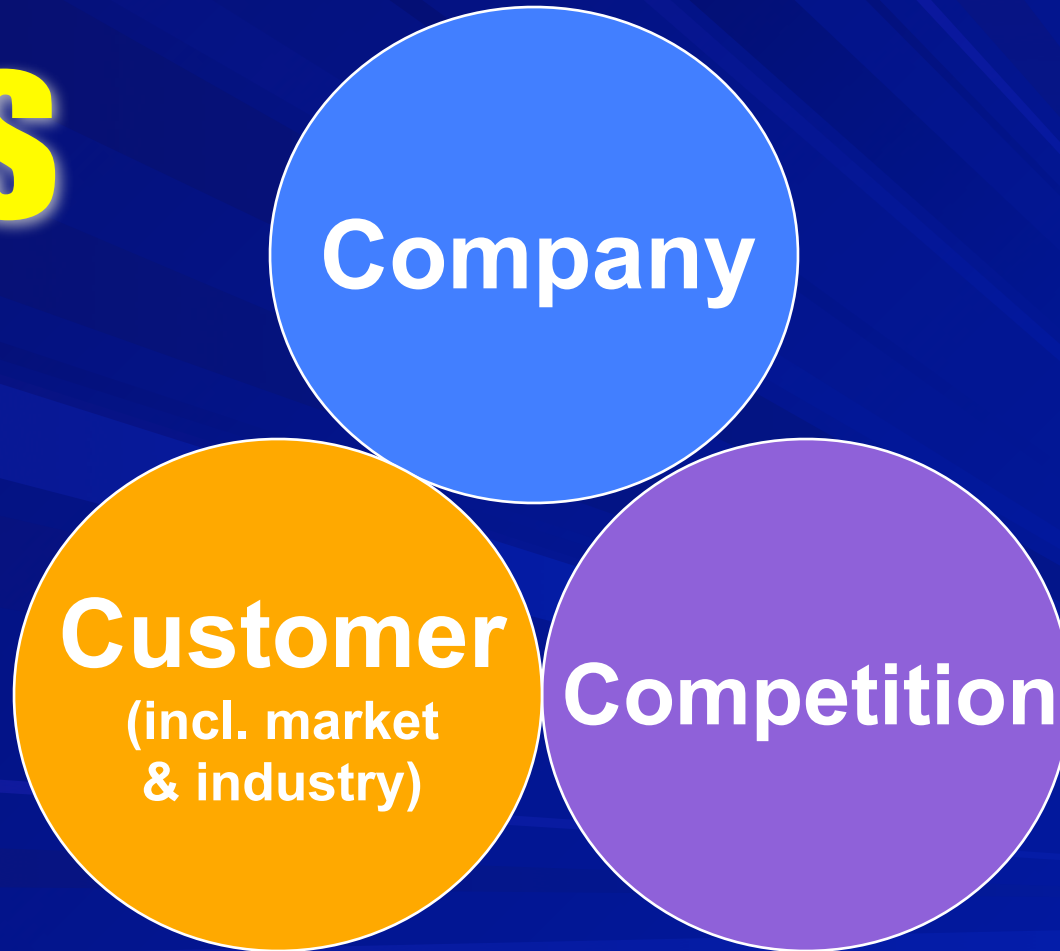
## Lecture #8

### Business Analysis & Strategy



# Marketing Strategy & Positioning Inputs

**3-Cs**



# SWOT Analysis

**S**trengths

**W**eaknesses

**O**pportunities

**T**hreats

# Company Analysis

## WHAT TO INVESTIGATE...

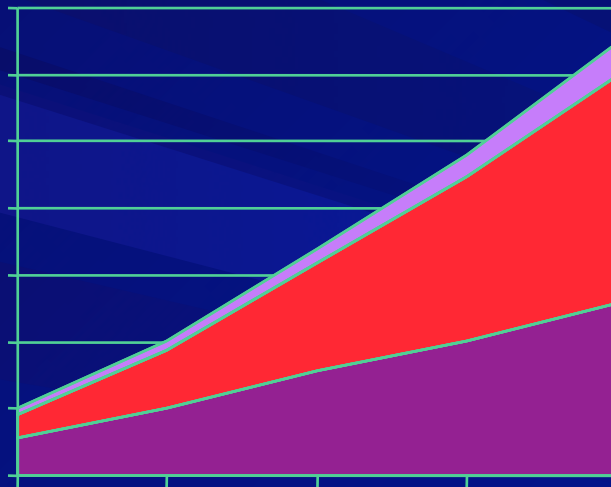
- Founders & Execs
- Products & Technology
- Financials & Funding
- Current Customers
- Market Position
- Partnerships



**Company**

# Customer Analysis

WHAT TO INVESTIGATE...



■ Customers

■ Industry

■ Market

**Customer**

(incl. market  
& industry)

# Industry & Market Analysis

- Definition
- Segmentation
- Size (current & projected)
- Growth
- Trends
- Existing products
- Etc.



**Customer**  
(incl. market  
& industry)

# Customer Analysis

- Type
- Size
- Industry
- Growth
- Trends
- Customer profile ...



**Customer**  
(incl. market  
& industry)

# Customer Profile – B2B

(example)

- Industry
- Company size
- Company demographics
- Buying criteria
- Purchasing patterns
- Current spending
- Target purchaser
- Etc.



**Customer**  
(incl. market  
& industry)

# Customer Profile – B2C

(example)

- Consumer demographics
  - i.e. age, sex, income, geography, education level
- Buying criteria
- Current spending
- Target purchaser
- Etc.



**Customer**  
(incl. market  
& industry)

# *Sources of Competition*

- Head-to-head competition
- Alternatives
- Potential Entrants
- Existing way of doing things (or OLD way)



**Competition**

# Competitive Analysis

WHAT TO INVESTIGATE...



- Products
- Target Market
- Financials
- Analyst Reports
- Founders
- Partners

**Competition**

# Competitive Analysis

## WHAT ELSE TO INVESTIGATE...



- Capabilities
- Strategies
- Goals
- Response from competition

**Competition**

# Competitive Analysis

## SOURCES OF INFO

- Marketing materials
- USE their product!
- IPO documents
- Financial reports



Competition

# Competitive Analysis

## MORE SOURCES OF INFO

- Bids/Proposals
- Press
- Consultants
- Ex-employees
- Enemies



Competition