

ENTR 5070 Toolbox

Management

Business Model

- Profit Model
- Value Proposition
- Resources Needed

Execution

- Organization
- Resources
- Policies & Procedures
- Continuous Improvement
- Systems
- Rewards & Incentives
- Culture
- Leadership

External Analysis

Market Sizing

- Product/service
- Country/region/locality
- Customer profile (income, expenses, wants/needs)
- Demographics & economic trends

Driving Forces

- Key Issues Affecting Future of Industry

Porter's 5 Forces

- Buyers
- Suppliers
- Substitutes
- New Entrants
- Rivalry Among Competitors

Market Positioning Maps

- Differentiable X/Y Axes

Internal Analysis

Value Chain Analysis & Benchmarking

- Primary Activities
 - Supply Chain
 - Operations
 - Distribution
 - Sales & Marketing
 - Service
- Support Activities
 - R&D/Technology/Systems
 - HR
 - General Administration

SWOT Analysis (Ch. 4)

- Strengths
- Weaknesses
- Opportunities
- Threats