



**TECHNICAL, FINANCIAL, AND SOCIAL  
PROFILES OF BUSINESS UNITS TO BE  
ESTABLISHED.**

## **Need of technology analysis**

- **The technology analysis enables the identification of the strengths and weaknesses of the enterprise technological activities.**

## **Technological factors in Business**

- Production techniques
- Information and communication resources
- Production logistics
- Marketing
- E-commerce technologies.

These affect how an organization operates, sells its products, interacts with, and gathers intelligence on customers, suppliers, and competitors.

# The Influence of Technology in Business

- Business owners run their **companies on laptops, tablets, and smartphones**, without ever considering opening a brick presence.
- Office workers often spend part of the week **working from a distance, from home or on the road**
- Many offices are now **paperless**, saving all documents in the **cloud**, while other offices use **online chat technology** to keep the team in **continuous communication**.
- This has the added benefit of giving **companies access to a global talent pool** that allows them to hire skilled, experienced workers at affordable rates.

# The Influence of Technology in Business

- Experts have long predicted that technology will one day replace many of man-made jobs.
- Thanks to social networks and the internet, **reaching consumers is easier than ever.**
- Using a tool of their **own sites and various social platforms**, even the newest small business can post content that helps interested customers find them.
- These technologies are **reducing third-party intermediaries**, automating processes, reducing errors, ensuring safety, and so on.

# The Influence of Technology in Business

- Businesses now need to make significant efforts to secure networks and all connected devices, which often means **paying a monthly fee for cloud hosting and top-notch software** to keep the equipment safe.
- Technology can be **used to keep from harm financial data, confidential administrative decisions, and other proprietary information** that can provide a competitive advantage.
- Supervisors can easily create **measurable goals for employees to achieve and maintain company goals** through online.



# **Social profile Analysis in business**

## Definition of Social Analysis

- ❑ Social analysis is a process that aims to identify the social dimensions of products, as well as **analyze the different customer perspectives and priorities.**
- ❑ Social analysis is the **practice of systematically examining a social problem, issue, or trend.**



## **Tools for social analysis**

- 1. Direct Observation.**
- 2. Field Research.**
- 3. Focus Groups.**
- 4. In-Depth Interviews.**
- 5. Participant Observation.**
- 6. Unstructured Interviewing.**
- 7. Questionnaires.**
- 8. Semi-structured Interviews.**

- 9. Beneficiary assessment**
- 10. Conflict Analysis**
- 11. Framework**
- 12. Gender Analysis**
- 13. Institutional Analysis**
- 14. Scenario Analysis**
- 15. Stakeholder analysis**

## **Financial Profile Analysis**

- 1. Gather financial statement information**
- 2. Calculate the Return on Investment Ratio (ROI)**
- 3. Conduct a risk assessment**
  - **Identify risks**
  - **Document risks**
  - **Identify individuals to monitor risks**
  - **Determine controls to reduce risks**
  - **Review risks regularly**
- 4. Determine the value of your business**
- 5. Balance sheets**
- 6. Cash flow statements**

## **7 Essential Financial Skills for Young Adults**

- 1. Basic Budgeting. ...**
- 2. Bank Account Basics. ...**
- 3. Understanding Wants vs Needs. ...**
- 4. The Importance of Saving for Emergencies. ...**
- 5. How to Develop a Positive Credit History. ...**
- 6. Understanding Nothing is Guaranteed. ...**
- 7. Knowing When to Ask for Help.**

## **Other Different analysis in business plan**

- **Descriptive analysis, which identifies what has already happened.**
- **Diagnostic analysis, which focuses on understanding why something has happened.**
- **Predictive analysis, which identifies future trends based on historical data.**
- **Prescriptive analysis, which allows you to make recommendations for the future.**