Course Title

Entrepreneurship Development in Bangladesh

Course Code-BUS-301W

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LECTURE-1

Topics

- ✓ Types of entrepreneurs
- ✓ Challenges of entrepreneurs
- ✓ Reasons for becoming entrepreneur
- ✓ Intrapreneur
- ✓ Group Entrepreneur
- ✓ Traits of entrepreneur

• SWOT

It is a **strategic analysis tool** used to identify and evaluate the **internal strengths and weaknesses** of an organization, project, or individual, along with the **external opportunities and threats** in the environment.

Why Use a SWOT Analysis?

- To make informed strategic decisions.
- To identify areas for growth and improvement.
- To anticipate challenges and prepare for risks.
- To align goals with strengths and market opportunities.

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Where is SWOT Used?

- Business planning and strategy
- Marketing campaigns
- Product development
- Career planning
- Personal development

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Key Components of SWOT Analysis:

1. Strengths (Internal, Positive)

- 1. What do you do well?
- 2. What advantages do you have over others?
- 3. Examples: Strong brand, skilled workforce, advanced technology.

2. Weaknesses (Internal, Negative)

- 1. What could you improve?
- 2. Where do you lack resources or expertise?
- 3. Examples: Poor online presence, high costs, outdated technology.

3. Opportunities (External, Positive)

- 1. What trends or opportunities can you take advantage of?
- 2. Are there gaps in the market?
- 3. Examples: New markets, emerging technologies, strategic partnerships.

4. Threats (External, Negative)

- 1. What obstacles do you face?
- 2. Are there external factors that could harm you?
- 3. Examples: New competitors, economic downturns, changing regulations.

Industry analysis

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- Industry analysis is a strategic tool used to assess the current state and future trends
 of a specific industry. It helps businesses and investors understand the competitive
 landscape, market dynamics, and key success factors within an industry.
- The goal is to identify opportunities and threats and make informed strategic decisions to gain a competitive advantage.

Objectives of Industry Analysis:

- 1. Understand the competitive landscape.
- 2. Identify key players and their market share.
- 3. Analyze industry trends and growth potential.
- 4. Evaluate barriers to entry and exit.
- 5. Understand **regulatory and environmental factors**.
- 6. Assess **profitability and sustainability** of the industry

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landscape, market dynamics, and key success factors within an industry.

Steps in Conducting an Industry Analysis:

- 1. **Define the Industry Scope:** Identify the industry boundaries and key segments.
- **2. Analyze Market Trends:** Study growth patterns, demand-supply dynamics, and emerging trends.
- **3. Assess Competitors:** Understand the strengths and weaknesses of key players.
- 4. Evaluate External Factors: Use tools like PESTLE to assess external influences.
- 5. Determine Opportunities and Threats: Identify areas for growth and potential challenges.
- 6. Forecast Future Trends: Predict industry changes and prepare strategic responses.

Industry analysis

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landscape, market dynamics, and key success factors within an industry.

Benefits of Industry Analysis:

- Helps businesses identify market opportunities and gaps.
- Aids in risk assessment and mitigation.
- Supports strategic decision-making and planning.
- Provides insight into customer preferences and trends.
- Enables better allocation of resources.

Common Industry Analysis Frameworks:

1. Porter's Five Forces Model:

- Analyzes industry competitiveness based on five forces:
 - Competitive rivalry
 - Threat of new entrants
 - Bargaining power of suppliers
 - Bargaining power of buyers
 - Threat of substitute products/services

Common Industry Analysis Frameworks:

2. PESTLE Analysis:

- Examines external macro-environmental factors:
 - Political
 - Economic
 - Social
 - Technological
 - Legal
 - Environmental

Common Industry Analysis Frameworks:

3. SWOT Analysis:

 Assesses Strengths, Weaknesses, Opportunities, and Threats in the context of the industry.

Common Industry Analysis Frameworks:

4. Value Chain Analysis:

Analyzes primary and support activities in the industry to identify value creation opportunities.