



BUSINESS ANALYSIS 4TH ASSIGNMENT

-
- FAISAL ALJAGHTHAMI
 - GIOVANNA FERRARA
 - SHARON MARROQUIN
 - SIFUNDO DUBAZANA
 - ULYSSE FANDA

TABLE OF CONTENT

- 01 **GENERIC STRATEGY**
Which generic strategy would be
adequate choice for our startup
- 02 **IMPORTANT STAKEHOLDERS**
Who are some of the important
stakeholders
- 03 **STRATEGIC DIRECTION**
Which strategic direction would
we take and why



01

GENERIC STRATEGY

WHICH GENERIC
STRATEGY WOULD BE
ADEQUATE CHOICE FOR
OUR STARTUP



GUAITA

*"GUATEMALA'S COFFEE BEANS WITH THE JOY OF
DRINKING COFFEE LIKE ITALIAN CULTURE"*

County

Latin America

Product

Coffee

Kind of company

Start-up



COMPETITIVE ADVANTAGE

		LOW COST	DIFFERENTIATION
SCOPE	TOTAL MARKET	<p>Cost Leadership:</p> <p>Since Guatemala is a country with no aggressive climate changes, have a great position with ports between the two oceans and different places to proceed with the agriculture, this is an advantage that will give a cost leadership</p>	<p>Differentiation:</p> <p>We will do Guatemala's coffee beans with the joy of drinking coffee like Italian culture.</p> <p>We are unique in this product since we're focus our strategy in one country that it's part</p>
	NICHE MARKET	<p>Focus:</p> <p>Region: United States</p> <p>Guatemala is near to the US, so the cost of export isn't going raise the cost.</p> <p>Export product to US from Guatemala it's easier due to the distance.</p>	<p>Differentiation Focus:</p> <p>Since US has obsession with Europe's cultures, our Start up will provide them the possibility to be surrounded italian culture.</p> <p>We give an experience not just a product.</p>

Stuck in the Middle


We will change the region from US to Guatemala, so we will not appeal in export, transportation cost to move the product to another country, and we will continue the Focus of the Italian's culture but in a latin American country



02

IMPORTANT STAKEHOLDERS

WHO ARE SOME OF THE
IMPORTANT
STAKEHOLDERS

- 
- A 2x2 matrix diagram titled 'Mendelow's matrix'. The vertical axis is indicated by a double-headed arrow on the left, and the horizontal axis by a double-headed arrow at the bottom. The quadrants are labeled: Top-Left 'Keep satisfied', Top-Right 'Key players', Bottom-Left 'Minimal effort', and Bottom-Right 'Keep informed'. Each quadrant contains a list of stakeholders. The top half of the matrix is a darker shade of pink, and the bottom half is a lighter shade. The central title is in a white rounded rectangle.
- Central government
 - Creditors

Keep satisfied

- Owners
- Different investors
- Producers, suppliers
- Top management

Key players

Mendelow's
matrix

Minimal effort

- Clients

Keep informed

- Employees
- Local communities
- Customers
- Unions



03

STRATEGIC DIRECTION

WHICH STRATEGIC
DIRECTION WOULD WE
TAKE AND WHY



MARKET PENETRATION

SELLING MORE PRODUCTS IN EXISTING MARKET

MARKET DEVELOPMENT

SELLING OUR PRODUCTS IN NEW MARKETS

PRODUCT DEVELOPMENT

SELLING NEW PRODUCTS IN EXISTING MARKET

DIVERSIFICATION

HORIZONTAL DIVERSIFICATION , CONGLOMERATE,
VERTICAL DIVERSIFICATION



IN OUR CASE WE CAN SAY THAT WE
ARE IN THE **PRODUCT DEVELOPMENT**.
AS THERE IS AN EXISTING MARKET AS
WELL AS AN EXISTING PRODUCT, **BUT**
WE ARE ADDING OUR OWN TWIST AND
IMPROVEMENTS TO THE PRODUCT.

THANK YOU!

- FAISAL ALJAGHTHAMI
- GIOVANNA FERRARA
- SHARON MARROQUIN
- SIFUNDO DUBAZANA
- ULYSSE FANDA