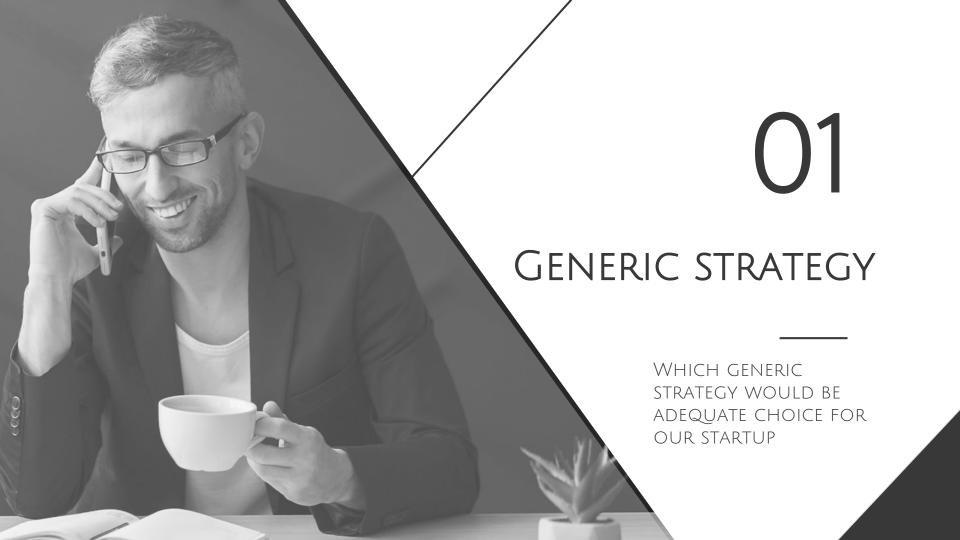
### BUSINESS ANALYSIS 4TH ASSIGNMENT

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#### **GUAITA**

"Guatemala's coffee beans with the joy of drinking coffee like Italian culture"

**County** Latin America

**Product** Coffee

**Kind of company** Start-up



	LOW COST		DIFFERENTIATION	
NICHE MARKET TOTAL MARKET	Cost Leadership: 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		Differentiation: We will do Guatemala's coffee beans with the joy of drinking coffee like Italian culture. We are unique in this product since we're focus our strategy in one country that it's part	
		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		
	Focus: Region: United States Guatemala is near to the US, so the cost of export isn't going raise the cost. Export product to US from Guatemala it's easier due to the distance.		Differentiation Focus: Since US has obsession with Europe's cultures, our Start up will provide them the possibility to be surrounded italian culture. We give an experience not just a product.	



- Central government
- Creditors

Keep satisfied

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

Mendelow`s matrix

#### Minimal effort

Clients

#### Keep informed

- Employees
- Local communities
- Customers
- Unions





### 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
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- Ulysse Fanda