



## CREATION OF A COMPANY AND STRATEGIC ANALYSIS

### OBJECTIVE:

The main objectives of proposed activities aim to deepen the students' knowledge of the start-up projects, and the associated management practices, concepts, and the proper business strategies.

### Description

A group of team members have developed a new computer invention using a new technology. Suppose that you are convinced this invention will make a revolution in the market, because it is a revolutionary technological / computer innovation (maybe it will not be so much, but, at least, it will last for a few decades ...).

Now you have to propose the design of the project, and the necessary steps to implement ideas to action. Therefore, the following guidance steps must be followed by team members to ensure successful implementation of the project.

#### A.- We shape our idea

List the characteristics of that great product that you have reached (what innovative added value will report to the market). For example, in the case of hardware for mass storage data: Reading / Recording speed, Access control and security, stability of information; reliability of the storage medium, etc.

#### B.- Let's define ourselves

You must identify and define the Mission, the Vision and the values that define you as an organization, as well as the objectives. Also, develop a logo that is representative of your company and use it as a corporate image in your Power Point presentation.

#### C.- Let's carry out an analysis with the strategic tools that we know.

Do an analysis of your surrounding environment, using the following tools:

\*PESTEL (indicate only the most significant variables that may affect the company analyzed).

\*5 forces model/ Porter's Model (Tracking the main competitors in the industry, and compare the most significant indicators such as turnover or sales, profits, number of employees, etc.)

Do an internal analysis of the company, using the Porter Value Chain (indicating what type of activities you are going to carry out in your company, distinguishing between primary activities of support activities).

- Prepare the SWOT matrix, based on the previous information.
- Develop appropriate corporate strategies (position yourself in the matrices of Ansoff and B.C.G.)

NOTE: Both the content of the work and the presentation will be assessed, which must be clear and well structured. Present the work in a Power Point and it must be uploaded to the task created in Poliformat.