

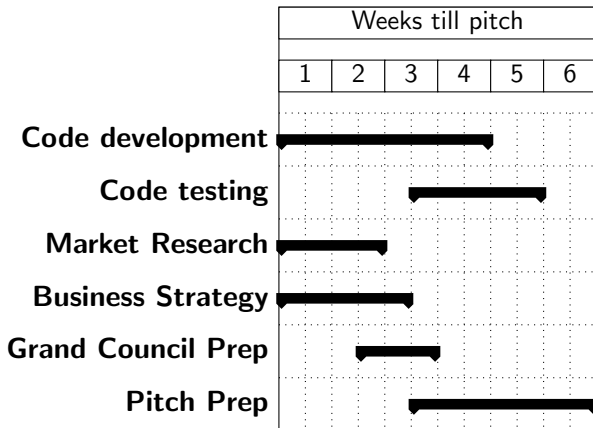
Business Strategy

Project Management

Make sure things get done when they need to get done. One approach: Gantt Chart.

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Wingman

- ▶ <http://www.cardiff.ac.uk/racdv/students/Successes/Stuart%20Jolley.html>
- ▶ <http://www.businesszone.co.uk/topic/business-profiles/ones-watch-stuart-jolley-wingman/34554>
- ▶ <http://yhponline.com/2011/06/05/stuart-jolley-i-am-wingman-build-the-brand-and-they-wi>

Million Dollar Homepage

<http://www.milliondollarhomepage.com/>

What is business strategy?

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Convince us that this is not just a cool idea,
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2 tools available to help:

- ▶ Swot analysis;
- ▶ Business model canvas.

SWOT analysis

Strengths	Weakness
Opportunities	Threats

SWOT analysis

Helpful	Harmful
Strengths	Weakness
Opportunities	Threats

SWOT analysis

	Helpful	Harmful
Internal	Strengths	Weakness
External	Opportunities	Threats

Business Model Canvas

Key Partners	Key Activities	Value Proposition	Customer Relations	Customer Segments
	Key Resources		Channels	
Costs			Revenue Streams	

Links

- ▶ http://en.wikipedia.org/wiki/Business_Model_Canvas
- ▶ <http://www.businessmodelgeneration.com/>
- ▶ <https://www.youtube.com/watch?v=QoA0zMTLP5s>
- ▶ <https://www.youtube.com/watch?v=2tdpNKdH7sM>
- ▶ http://en.wikipedia.org/wiki/SWOT_analysis
- ▶ <http://www.youtube.com/watch?v=GNXYI10Po6A>
- ▶ <http://www.plainenglish.co.uk/gobbledygook-generator.html>