

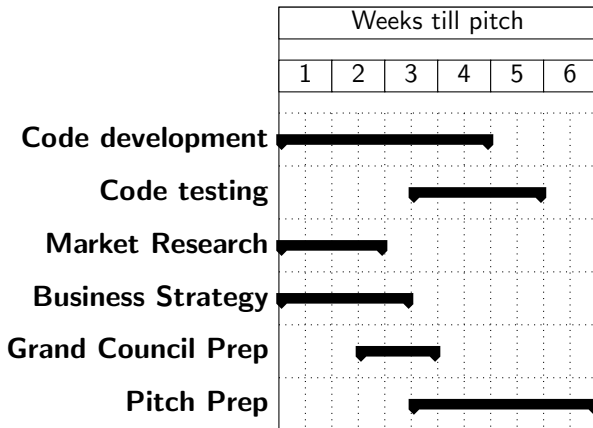
Business Strategy

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 |
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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>