**[Initiative Title]**

**[Initiative Type]**

**Business Engineering Plan**



**[Company Logo]**

Executive Summary

Xxxxx Xxxxx Xxxxx

Core Value Proposition

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# The Industry [Where]

Abstineatis is focused towards medium sized companies in the developing world that are interested in modernizing. The focus for Abstineatis in the beginning will also be more focused on companies with integrated, and often automated, business processes. Discrete manufacturing processes would also be able to make use of this technology to improve the process, reduce carbon footprint, and increase productivity. Abstineatis is not solely focussed on a single industry, but instead can be applied to any industry where data is produced, a process of some kind that produces data, and the data is useful to conduct analysis on.

“The goal of process mining is to use event data to extract process-related information, e.g., to automatically discover a process model by observing events recorded by some enterprise system.” – Wil van der Aalst [1]

## Macro-Forces

Xxxx – Discuss the impact of major economic, environment and social forces on your specific industry (or industries). How does this change its attractiveness for investment **EXTRA**: Perform a brief scenario analysis. Do a PESTLE analysis.

COVID-19 perfect opportunity to optimise process to ensure market competitiveness. Help the environment as it can help reducing emissions. Social factors such as job creation when companies are able to expand due to improvements and better market share. Use of process mining in the medical environment [2]

PESTLE (Will be completed in figure format with explanation following)

Political – POPI act, tax policies,

Economic – Economic growth, market share, investments

Social – Working culture in developing countries, change management, job creation, adaptability, training,

Technological – Availability of hardware, available skill, training, automation, data generation,

Legal – POPI act, data sharing policies, IP

Environmental – Geographical location, Emissions

## Competitive Landscape

Xxxx - Provide a detailed account of your competitors, their strength and a brief on how they could outplay you in the business world. **EXTRA**: Perform a brief scenario analysis. Do a PESTLE analysis.

Competitors, who they are, their approach, and how they are conducting business. What sets Abstineatis apart from them?

## Risk Mitigation Strategies

Xxxx – What risks can you solidly identify as challenges in this (using a risk matrix). How do you deal with them or mitigate them? What can destroy your business? **EXTRA**: Discuss the difference between your long term and short-term strategy and goals in this industry. How will you achieve this (in detail)? Go into detail on the impact of all potential risks on your resources (time, cost, staff… etc).

Specialized skill – expensive labour

Specialized equipment – expensive but companies interested in going this direction carry most of the cost of the hardware required.

Short-term: Enable companies to gain the automation and data generation capacity to implement process mining over the long term.

Long-term: Create a one-click solution for mid-size companies to implement process mining into their process.

[1] W. v. d. Aalst, *Process mining : data science in action*, Second edition. ed. Springer, 2016.

[2] T. G. Erdogan; and A. Tarhan, "A Goal-Driven Evaluation Method Based On Process Mining for Healthcare Processes," *Applied Sciences,* vol. 8, no. 6, p. 894, 30 May 2018, doi: <https://doi.org/10.3390/app8060894>.

## Summarise

I would see the competitive landscape and risk mitigation strategies be the 2 subsections to go forward with. With this the macro forces can intertwine into these subsections. The pestle analysis can still be included in the competitive landscape subsection.