Analytical report to help me make a real business decision of how to allocate resources

Executive Summary

This document will examine a number of business strategies pursued by Alex Genadinik and make recommendations for which strategies to stop and to which strategies to allocate more time and resources. The report will examine Alex's mobile app business, coaching business, teaching business, content licensing business, affiliate business, book selling business, service-based business, and t-shirt selling business.

The report finds that there are currently too many projects and many of them must be paused, sold off, or completely abandoned.

Recommendations include:

- Decreasing resources put into, coaching, t-shirt business, and books
- Completely stopping resources put into mobile apps and providing services
- Increasing resources put into selling online courses and course licensing
- Looking for a buyer for the mobile app business

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Introduction

This report was requested by Alex Genadinik to help gain perspective on everything happening in his business and to organize and prioritize projects better. This document will examine a number of business strategies pursued by Alex Genadinik and make recommendations for which strategies to stop and to which strategies to allocate more time

and resources. The report will examine Alex's mobile app business, coaching business, teaching business, content licensing business, affiliate business, book selling business, service-based business, and t-shirt selling business.

After examining each part of the business, the report will compare different projects in their effectiveness and long-term potential to make a recommendation on future project prioritization.

The App Business

The mobile app business should be abandoned as any effort in this area is a distraction from more profitable and high-potential parts of the business. The app business is flashy and draws attention, but its revenue has decreased while demands from apps have grown by consumers. Today, revenue from the app business represents under 1% of Alex's overall revenue, and experiments in different features to increase revenue are expensive and low in potential.

The Book Business

The book business should be given 5% of the resources for minor maintenance and optimization, and marketing optimization. The book business represents 10% of Alex's revenue. The books face increasing competition and stagnating revenue. Because revenue is passive on this, the revenue should be protected. But investing in growth will have a low chance of succeeding because competition invests more resources into growth.

Affiliate Business

The affiliate business should be increased by finding opportunities where promoting additional products and services is profitable. We should no longer do sponsorships for cash as those are short-term, distracting, and typically not ideal for my clients. But new products should be found that are absolutely natural and ideal and promoted as an affiliate. When this is done right, this simply makes more money by doing more of what is already ideal for my main business.

Coaching Business

The coaching business needs to be optimized, rates raised, and the number of clients must be reduced. Coaching can be time consuming. It can also be lucrative when selling high-ticket coaching programs to high-end clients. I must stop coaching at cheaper rates and only offer a few high-end coaching programs. There will be fewer sales, but revenue will be greater than current levels while freeing up time to work on other facets of the business.

Service Business

The service-based business must be paused since I don't have a team providing services and not enough high-ticket clients, nor strong marketing channels to get those high-ticket clients. This business is incorrectly positioned in my overall scheme of things. To do it correctly, it must be a high-ticket service, but unlike the coaching business, I don't have marketing channels built up for this so it would take more time to get going and it isn't something the company particularly wants to do. So this must be paused.

Udemy Business

The teaching business on Udemy must be given more time, resources, and marketing. This is my biggest source of revenue and I must make sure to fend off competition while making my courses and growing them. The Elearning industry is resing and Udemy is rising with it and the business must take advantage of that growth.
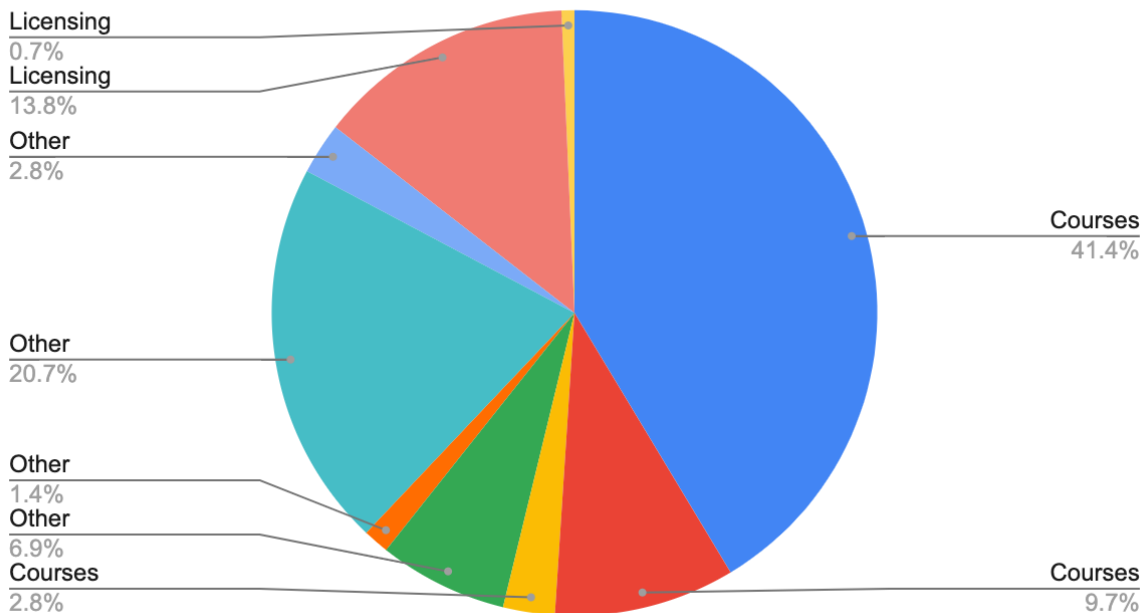
Content Licensing Business

The content licensing business must be given more marketing resources. This business does not take extra time because the courses are already made. The main challenge is finding clients and automating the marketing process. The sales are high-ticket sales and it does not distract, but slightly even helps the course-creation business.

T-Shirt Business

The t-shirt selling business must be paused until the course business has reached its full potential. The t-shirt business is fun and fashion is a multi-billion dollar industry with higher potential than my Elearning business. But this t-shirt business is too new and will take years to build up, which in its current state is a distraction from the Elearning business with no synergy between them.

Revenue In $

Licensing
0.7%

Licensing
13.8%

Other
2.8%

Other
20.7%

Other
1.4%

Other
6.9%

Courses
2.8%

Courses
41.4%

Courses
9.7%

Conclusion - (predict, summarize, repeat, quote)

The research shows that there are three main courses of action: Stoppage of some projects, restructuring of others, and increasing efforts on high-potential projects. In echoing the company owner, Alex Genadinik, "focus is the key to business success," by reducing resources on projects that don't pan out and putting those resources into high-growth and high-potential areas of business, we will be able to increase the rate of growth in the course business and its related businesses, beating competitors and taking a larger market share.

Recommendations

After examining the data in both the qualitative and quantitative points of view, the recommendations are as follows:

- Stop all efforts on the t-shirt business, app business, and the service business
- Allocate a small amount of resources to the book business
- Increase planning and research for the affiliate business to see which additional offers may be offered
- Restructure the coaching business
- Increase efforts on the Udemy business and the content licensing business

Reference list or bibliography

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1 - Genadinik, Alex. (January 01, 3000) "Online Business Statistics" *Xyz.com*. Retrieved on January 02, 3000 from https://www.xyz.com/full-url.html