

D1 Unit 1-A

INTRODUCTION TO PROJECT MANAGEMENT

Market research and SWOT
analysis



BUSINESS PLAN

Team project – Part 1

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First week:

0. Description of your idea.

Second week:

1.A Market research.

1.B SWOT analysis

Third week:

2. Product backlog

During the whole semester: Team project tracking

Executive summary

Sections

3

Product/business description

idea, innovative aspects, objectives, main functions...



State of the art, market and competition

Current situation, scope, constraints, similar applications, niche markets...

Financial projection

Clients, downloads, pay versions, advertising, subsidies...



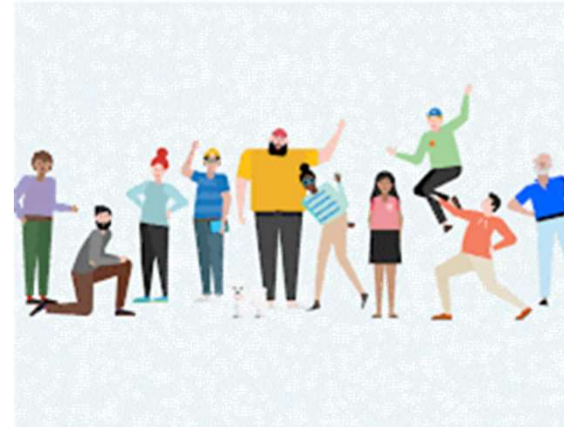
Executive summary

Sections

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Development team

IT team, designers, consultants and advisers...



Stakeholders

Clients, users, public organizations, regulatory agencies...

Executive summary

SMART goals

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- **S**pecific
- **M**easurable
- **A**chievable and **A**greed to
- **R**ewarding and **R**ealistic
- **T**ime-based

SWOT analysis

Categories

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SWOT analysis

Categories

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	POSITIVE	NEGATIVE
INTERNAL	Strengths	Weaknesses
EXTERNAL	Opportunities	Threats

SWOT

Strengths

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	POSITIVE	NEGATIVE
INTERNAL	Strengths	Weaknesses
EXTERNAL	Opportunities	Threats

Characteristics of a *business* that give it *advantages* over its competitors.

- Things your company does well.
- Qualities that separate you from your competitors.
- Skilled, knowledgeable staff.
- Intellectual property, proprietary technologies...
- What advantages do we have?
- What resources do we have available?
- What is our greatest achievement?

SWOT

Weaknesses

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	POSITIVE	NEGATIVE
INTERNAL	Strengths	Weaknesses
EXTERNAL	Opportunities	Threats

Characteristics of a **business** that put it at a **disadvantage** relative to its competitors.

- Things your company lacks.
- Things your competitors do better than you.
- Resource limitations.
- What disadvantages do we have?
- What could we improve? In what areas do we need more training?
- What knowledge, talent, skills and/or resources are we lacking?

SWOT

Opportunities

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	POSITIVE	NEGATIVE
INTERNAL	Strengths	Weaknesses
EXTERNAL	Opportunities	Threats

Elements in a company's *external* environment that allow it to formulate and implement strategies to *improve* performance.

- Underserved markets for specific products.
- Few competitors in your area.
- Emerging needs for products or services.
- Is there a need that no one is meeting?
- What could we do today that isn't being done?
- How is our field changing? How can we take advantage of those changes?
- Who could we support? How could we support them?

SWOT

Threats

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	POSITIVE	NEGATIVE
INTERNAL	Strengths	Weaknesses
EXTERNAL	Opportunities	Threats

Elements in the **external** environment that could **endanger** the business, its profitability or its competitive advantages.

- Emerging competitors.
- What obstacles do we face?
- Who and/or what might cause us problems in the future?
- Are there any standards, policies, and/or legislation changing that might negatively impact us?
- Are we competing with others to provide service?
- Are there changes in our field or in technology that could threaten our success?

Tracking Instructions

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■ TEAM

- Add team members and assign a user (short name) to each of them

■ WBS

- Always use two levels (Task-Subtask)
- Use significant names
- Do not mix tasks and subtasks in the same row
- Add an estimation for each subtask
- Do not write in blue cells

■ TRACKING

- Add date and times
- Select task, subtask and author from the lists
- Add one row for each member-subtask pair

■ Dynamic tables and graphs

- Update