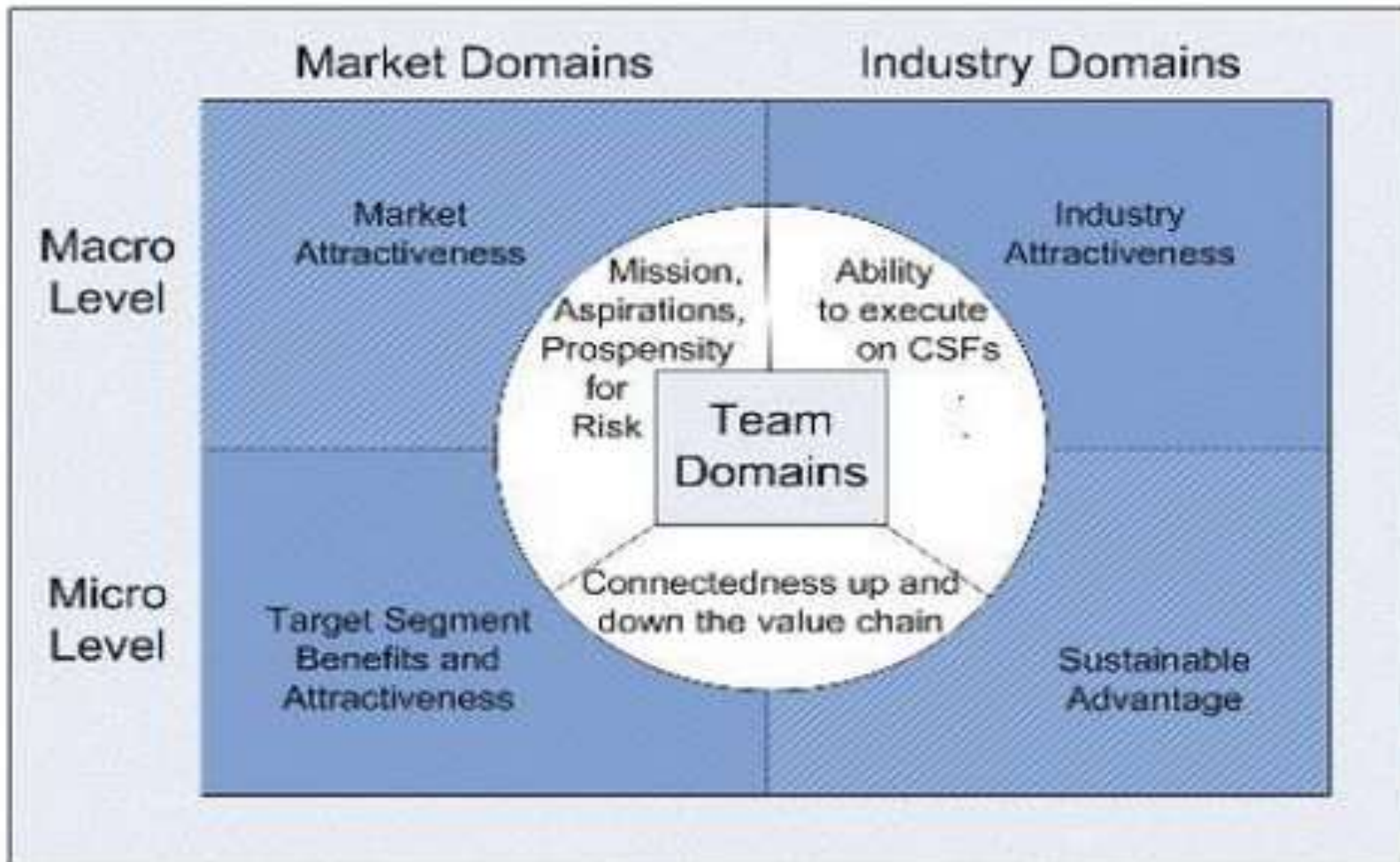


- Teams - Opportunity assessment - Customer validation –
- Feasibility Study –
- Business plan - Preparation and Execution - Challenges
- <https://www.youtube.com/watch?v=OkNpsVMT84w>

Team Domain



1. Market Domain/Macro Level Market Attractiveness :-It looks at

- the size in terms of the number of customers
- the sales value and the quantity of units sold.
- recent growth and whether previous growth is likely to continue
- ***whether the market is healthy enough to welcome new products or if it is declining in growth.***

2. Market Domain/Micro Level: Sector Market Benefits and Attractiveness:

This domain looks at

- the market segment on a micro level
- which segment is most likely to benefit from the new product,
- how is the product being considered different and better than the ones currently being offered
- is this segment currently growing?





3. Industry Domain/Macro Level: Industry Attractiveness:

- how difficult is it to enter the industry and how overburdened it is with competition.
- how fierce the competition is currently
- whether there is theft of ideas and strategies among the participants.
- investigate the power of buyers and suppliers within the industry and their ability to set their own terms,
- how this might affect the new product or service being considered.

4. Industry Domain/Micro Level: Sustainable Advantage:

- how easily the competition will be able to duplicate the product or service you are considering
- how you can minimize this possibility
- possible advantages on either side, such as patents, technological processes, and financial backing.



5. Team Domain: Mission, Aspirations, Propensity for Risk:

- the analysis turns inward, toward the team in place to start the venture.
- to look at the level of commitment that both leadership and individuals have to the idea being considered.
- Whether the team is willing to work hard in order to see the idea succeed
- is willing to live with the level of risk involved are also factors that need to be considered.

6. Team Domain: Ability to Execute on Critical Success Factors:

- whether the internal team in place is able to deliver on them.
- which decisions can be made that have the potential to significantly harm or help the business succeed
- who is responsible for making these decisions.
- If there are gaps in talent or decision-making ability, think about what positions can be filled to minimize those gaps.

7. Team Domain: Connectedness Up, Down, Across Value Chain:

suppliers, investors, customers, distributors, and the competition.

how they can potentially help or hurt the business being considered will help to head-off or prepare for potential conflicts in the future.

Opportunity Assessment



KNOWLEDGE



- Knowledge opportunities exist where specialist information, know-how or expertise can be applied to create value
- Knowledge resources can have major new markets, and knowledge opportunities are continually expanding.
- Universities, research institutes, consultancy practices, publishers and many others are players in the knowledge economy.

TECHNOLOGY-BASED



- Technology-based opportunities apply a technology to solve a problem, meet a need or create a new product or process.
- The technology may be physical, such as an engineering or manufacturing process, or a chemical, biological, or information-based technology.
- Biotechnology, physical, material and earth science, organic and inorganic chemistry and computer programming are all examples of technology-based opportunity.
- It is usually highly skill and resource intensive, requiring significant research and development support and budgets.

PRODUCT OPPORTUNITIES



- Product opportunities are where existing products can be used to meet market demand as they are, or can be adapted by incremental innovation where new markets can be found.
- It is advantageous if a product has intellectual property that can be protected through patents or design rights.
- Otherwise, it would become a commodity, and can be easily copied and sold at a lower price.

SERVICE OPPORTUNITIES



- A service is intangible; there is no physical product, and whilst knowledge and technology are likely to be used in providing the service, they are generally not significant outputs from it.
- Barriers to entry are often low as is the level of investment required.
- Services can include health, child and social care, office services, personal and social, telecommunications and computing, education and training, and financial, legal and property services.
- There is little intellectual property to protect other than the brand name.

LIFESTYLE OPPORTUNITIES



- Lifestyle opportunity is a sub-set of the service sector.
- It is where customers are provided with an experience which makes their life easier or more pleasant.
- These include leisure, tourism, hospitality, culture and entertainment.
- These are all areas of discretionary expenditure, where people wish to consume or experience sports, food and drink, films, music, drama, dance and other pleasures.

PHYSICAL RESOURCE



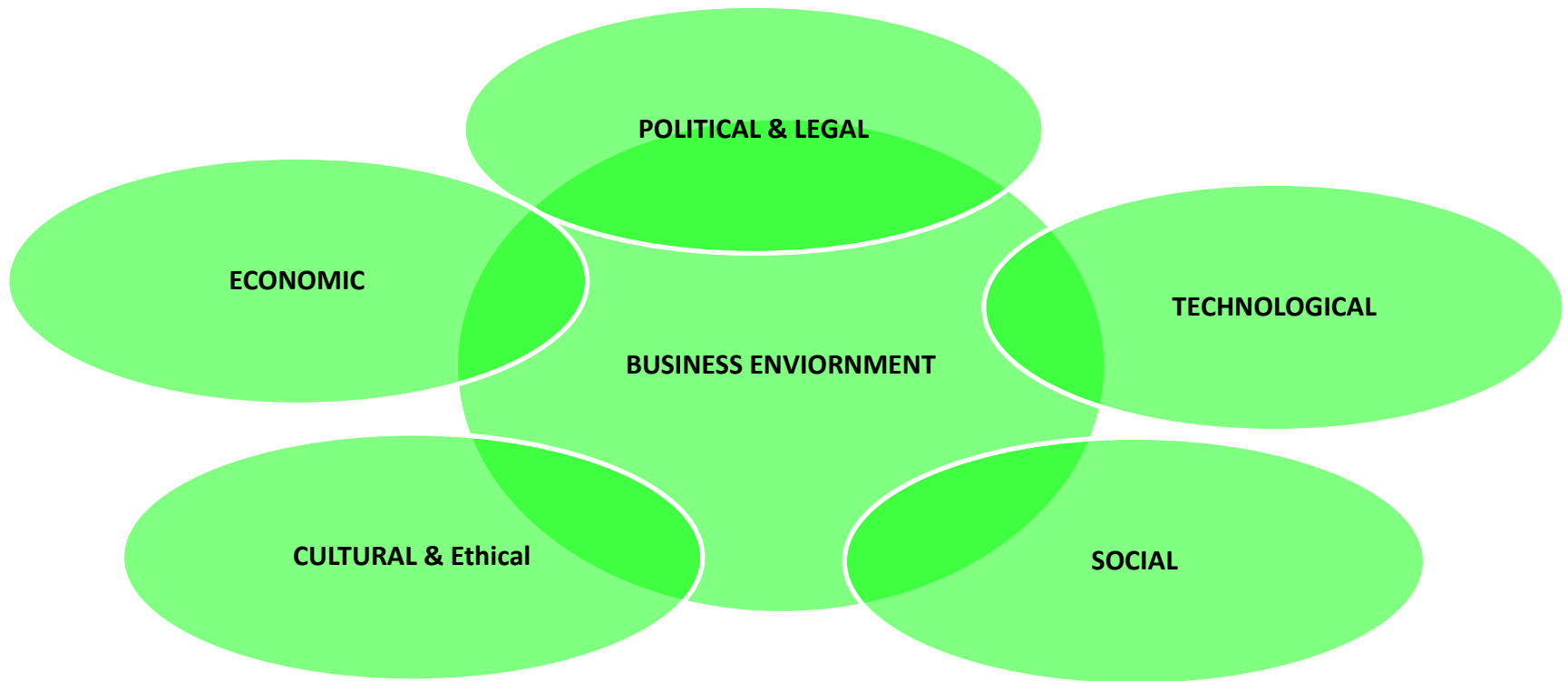
- These include the exploitation of land, water or naturally occurring resources. This includes extracting basic resources, such as oil, gas, and minerals. It also includes land use such as agricultural production and land, property and real estate development.
- Advantages include the increasing demand and pressure for access to and consumption of resources as the world population, energy needs and economic development increase.
- Physical resources tend to involve long-term investment, with significant capital employed for long periods in land ownership, resource extraction or renewable power generation.

TRADING AND COMMODITY

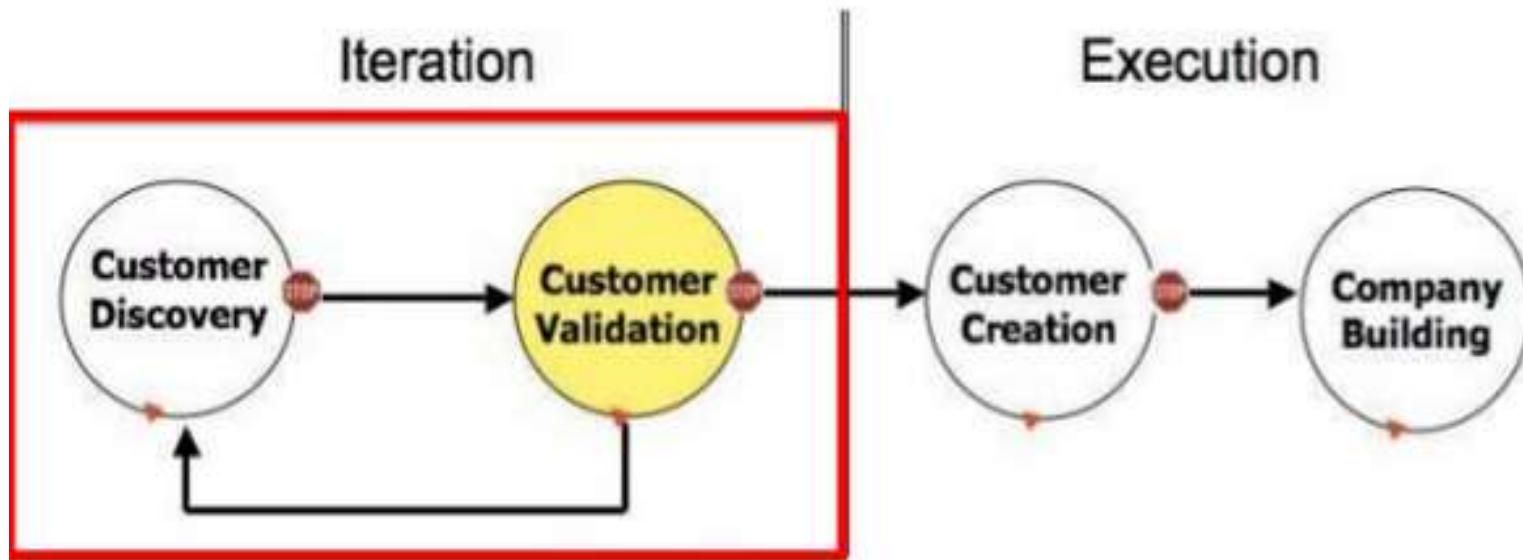
- These are based on buying and selling in relation to market conditions of supply and demand.
- These include wholesale and retail, energy (oil, gas, electricity), chemicals, raw materials, semi-manufactured items, food and agricultural produce, and any commodity which can be bought, traded, or sold, including securities, currency, stocks and purchase options.
- Trading requires the ability to predict and act on market trends, with exposure to risks of changing market demand and pricing.



Assessing Opportunity



Customer Validation



Feasibility & Business Planning

FEASIBILITY

Step 1: Conduct preliminary analysis

- outline the planned idea or action.
- examine the market space and the commercial viability of the action.
- examine the unique characteristics of the idea and whether they are strength or a weakness.
- determine if there are insurmountable risks to the action.

Step 2: Outlining the project scope and conducting current analysis

- Outline the area of study
- Objectives
- Proposed action or idea (launching a new product, service)
- Proposed action for staff, location, scale of business
- SWOT Analysis

Feasibility & Business Planning

FEASIBILITY

Step 3: Comparing your proposal with existing products/services

Step 4: Examining the market conditions

- Defining the **target market**.
- Studying the **buying habits of the target market**.
- Understanding the **sale and market share outlook** of the proposal.
- Outlining the **product awareness** required for the use of your product or service.

Step 5: Understanding the financial costs

- The **resources required** to implement the idea or action.
- The source for these resources: **internal or external financing**.
- The realistic **benefits of the idea** or action
- The **break-even schedule** for the proposal.
- **The financial risks associated** with the idea or action.
- The **financial cost** of failure.

Business Plan

- It is the next step after developing the feasible business concept
- Objective:-
 - ✓ Alignment of team
 - ✓ Operating Plan
 - ✓ Communication across company , department, partners
 - ✓ Investment Capital
 - ✓ Expansion capital(banks,eases)
 - ✓ Mergers/acquisition process

The Parts of a Business Plan

Cover Page

Title Page

Table of Contents

Executive Summary

Management Plan

Company Description

Product and Service Plan

Mission and Vision Statements

Industry Overview

Market Analysis

Competitive Analysis

Marketing Plan

Operations Plan

Organizational Plan

Financial Plan

Growth Plan

Contingency Plan

Supporting Documents

Format of Business Plan

- **TITLE PAGE**

- Name of the business
- Owner /Owners
- Contact Details (Addresses, Phone & email etc)

- **EXECUTIVE SUMMARY**

- Business ideas & Goals : Over view of business
- Marketing : Products & services being sold?
- Operations : Business Location & staff
- Finances : Breakeven period, finance required.

Format of Business Plan

- **BACKGROUND**

- Mission Statement
- Company history (existing business)
- Business Goals (Short term/Long term)

- **MARKETING**

- Market Research
- Market Analysis (Industry / Seasonality /Competitors /SWOT)
- Marketing Plan (Target market/ distribution channel /pricing)
- Evaluation of Marketing

Format of Business Plan

- **OPERATIONS & PRODUCTION**

- Legal & Licensing requirements
- Management details
- Organization structure & staffing
- Insurance & Security needs

- **FINANCIAL PROJECTIONS**

- Income & Expenses
- Financial forecasts

- **IMPLEMENTATION TIME TABLE**

- Time needed to set up & run the business

Sample business plans

- <https://www.slideshare.net/sakurashu28/feasibility-study-28843825>
- <https://www.youtube.com/watch?v=Fqch5OrUPvA>
- <https://www.smallstarter.com/know-the-basics/100-free-sample-business-plan-templates-for-african-entrepreneurs/>