1. Chapter 4 in class notes
   1. Business Model Environment
   2. Evaluating Business Models
   3. Business Model Perspective on Blue Ocean Strategy
   4. Managing Multiple Business Models
   5. SWOT Analysis – Based on current market conditions
      1. Strength - Pos internal
      2. Weakness – Neg internal
      3. Opportunities – Pos external
      4. Threats – Neg external
      5. Underarmour example
         1. They intended it to do one thing, but the brand far exceeded what they had hoped for. “When I’m wearing underarmour I am cool.”
         2. S
            1. Good quality
            2. Focused on new generation
            3. Brand/advertising
            4. Many key partnerships with many colleges and football players
            5. Coed
            6. Professional and recreational clothes
            7. Versatile
         3. W
            1. Price/expensive
            2. Men favored
            3. Too small VP focus
            4. Loss of focus

This could be a potential problem, however sometime it’s an advantage. Ie Starbucks expanded very quickly and put them only 100 yards apart for example. You’re cannibalizing the business.

* + - * 1. Overproduction (Expanding too quickly)
      1. O
         1. Viewed as quasi-niche
         2. Partnerships

Universities

Pro sports

Own stores

* + - * 1. Sports equipment
        2. Customization
        3. More products
      1. T
         1. Competitors
         2. Small more niche competitors
         3. Time
  1. Michael Porter’s 5 Forces
  2. Market Forces
     1. Industry Forces
        1. Athletic
     2. Market
        1. Sports, given into different markets. Football, lacrosse, etc
     3. Key Trends
        1. Whats going on in the marketplace
     4. Macro Econ Forces
  3. Uspot
  4. Technology doesn’t differentiate you.
  5. ***Evaluation of which business model***
     1. SWOT Analysis
        1. Current Market Conditions
     2. Michael Porter’s 5 Forces
     3. Feasibility Analysis
        1. Will this work
        2. Can we raise money?
        3. What am I going to charge?
  6. What’s the biggest part of any business plan?
     1. Assumptions!
        1. You have to have an assumption as to why something is going to be accurate.