

CH 5 Vignettes (6th Ed)

- Writelab is a program that checks composition.
- Raised money, but there are reasonably low barriers to entry and stiff (as of now, I think) competition (Grammaly).
- Never says wrong idea, which prevents students from getting too angry.

What Went Wrong CH 5 (6th Ed)

- Sharp scholar connected teachers with students, and raised quite a user base 5000 students.
- They were offered \$100,000 from a Canadian shark tank, but said no.
- Why: they did not know ~~who~~ who their customers are.
- Approval from admins is a pain.
- Entrepreneurs might see good idea but forget integration time...

Chapter 5

- Industry Analysis

- Check on trends (environmental and business)
- Investigate Industry Structure (5-forces model:)

Substitute Threat	New Entrant Threat	Existing Firm Rivalries
Supplier Bargaining Power	Buyer Bargaining Power	

- Markets and Opportunities (industries)

- emerging industry: first move advant.
- Fragmented: consolidation
- Mature: New Ideas
- Declining: Δ Leadership strategy
niche strategy
cost-reduction strategy
- Global: multidomestic strategy
global strategy
↳ same strat
↳ Country by Country

-Competitor Analysis

- collect Competitive Intelligence
(gather knowledge about competitors)
- Put data into a grid