Value Analysis

**Work to be done before Week 4 (timetable week 22)’s tutorial**

# Reading:

Week 3 Lecture Slides

Gottschalk (2006)

Chaffey and Wk 3(21) slides for SWOT Analysis.

Online research for data/information for the Value analysis and SWOT

# Before attending this tutorial

1. Write two paragraphs that explain the distinction between Online Marketplace Analysis and Marketplace Channel Structures for someone who’s never heard of either.
2. Choosing one appropriate value configuration (of the three covered today), carry out a value analysis of Airbnb, using relevant online sources.
3. In the tutorial, we will do a SWOT analysis of Airbnb, so you may wish to recap on week 2 (timetable week 20)’s slides with regard to that technique. For you to do the SWOT well, you should consult recent good-quality newspaper articles that have discussed Airbnb’s competitive position and any challenges or opportunities it’s currently facing.