**BUSA 7800 – Lab Session 05:**

**Internal Analysis and the Intellectual Assets of the Firm**

**I. Group Project Questions**

*Group lab answers are due today before midnight. Upload your answers to the D2L dropbox. Include in your answer sheet your chosen company and the full names of your teammates.*

***7. Internal Analysis***

1. Go through the factors that measure the competitive power of a resource (valuable, rare, difficult to copy, difficult to trump with substitute resources). Do any of the criteria apply to your firm? Explain why or why not.
2. Pick a major product (or service) from your firm and brainstorm a value chain as shown in Figure 3.1 (below).
3. Map out the industry’s value chain with your possible suppliers and forward channel allies. Does your firm occupy a wide portion of the industry’s value chain or a very small portion? Brainstorm with your group some possible reasons why your firm occupies your portion of the industry’s value chain.
4. What level of human capital does your firm need for typical jobs? Include in your findings the level of knowledge, experience and training needed.
5. What perks or benefits to future employees or partners to attract and retain human capital? List any financial and non-financial benefits.
6. Visit the website of a few rivals or a job site such as Workopolis.com to get an idea of the salaries and benefits for your industry. Can you afford to pay the salaries and benefits? Explain.
7. What are the key intellectual properties that the firm has or is planning to develop? Consider searching for rivals patents, copyrights and trademarks by searching the Canadian Intellectual Property Office’s [www.*cipo*.ic.gc.ca](http://www.cipo.ic.gc.ca) trademark database and patent database.

**II. Summary Review Questions (page 150) (Practice Questions)**

Questions 2 to 5

Figure 3.1 – A Representative Company Value Chain  
