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Market Opportunity Analysis: Text And Cases

By David L. Loudon, J. Paul Dunn, Philip K. Sherwood, Robert E. Stevens

Jaico Publishing House, 2008. Paperback. Book Condition: New. The key to success in business is planning. And the key to successful planning is using a proven format to analyze a product's marketability. Market Opportunity Analysis : Text and Cases guides you step-by-step through the complicated process of determining the feasibility of marketing a new product or service. Using ten real-life case studies with sample reports of actual analyses, the book examines the factors that influence feasibility analyses, including external considerations (market size, competition, technology, inflation and the economy, government regulations, political conditions, social change), internal factors (purpose, corporate objectives, resources), and financial considerations (revenue estimates, cost estimates, return on investment). The authors of this unique book combine decades of practical experience in market research, strategic management, consumer behavior, and new venture creation to help you develop the analytical skills you need to focus on what needs to be done-and how to do it. Contents:- Preface Part A : INTRODUCTION TO ASSESSING BUSINESS OPPORTUNITIES : Chap. I : Assessing Business Opportunities : An Overview : 1. The Importance of Opportunity Analysis 2. Factors Influencing Feasibility Analysis 3. What is Opportunity Analysis? 4. Plan of the Book Chap. II : Strategic Management...



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