

Lect No. 4

Technical, Financial and Social
Profiles of a Business units to
be established.

Need of technology analysis

The technology analysis enables the identification of the **strengths and weaknesses** of the enterprise technological activities.

Technological factors in Business

- Production techniques
- Information and communication resources
- Marketing
- E-commerce technologies.

These affect how an organization operates, sells its products, interacts with, and gathers intelligence on customers, suppliers, and competitors.

The Influence of Technology in Business

- Business owners run their companies on laptops, tablets and smartphones, without ever considering opening a brick presence.
- Office workers often spend part of the week **working from a distance, from home or on the road**
- Many offices are now **paperless**, saving all documents in the cloud, while other offices use online chat technology to keep the team in continuous communication.
- This has the added benefit of giving companies access to a **global talent pool** that allows them to **hire skilled, experienced workers at affordable rates.**

The Influence of Technology in Business

- Experts have long predicted that technology will one day **replace many of the man-made jobs.**
- Thanks to social networks and the internet, reaching consumers is easier than ever.
- Using a tool of their own sites and various social platforms, even the newest small business can post content that helps interested customers find them.
- These **technologies are reducing third-party intermediaries**, automating processes, reducing errors, ensuring safety, and so on.

Social profile Analysis in business

Definition of Social Analysis

Social analysis is a process that aims to identify **the social dimensions of products, as well as analyze the different customer perspectives and priorities.**

Social analysis is the practice of systematically examining a social problem, issue or trend.

Tools for social analysis

- Direct Observation.
- Field Research.
- Focus Groups.
- In-Depth Interviews.
- Participant Observation.
- Unstructured Interviewing.
- Questionnaires.
- Semi-structured Interviews.

Tools for social analysis

- Beneficiary assessment
- Conflict Analysis
- Framework
- Gender Analysis
- Institutional Analysis
- Scenario Analysis
- Stakeholder analysis

Financial Profile Analysis

1. Gather financial statement information

2. Calculate Return on Investment Ratio (ROI)

3. Conduct a risk assessment

- Identify risks
- Document risks
- Identify individuals to monitor risks
- Determine controls to reduce risks
- Review risks regularly

Financial Profile Analysis

4. Determine the value of your business

5. Balance sheets

6. Cash flow statements

7 Essential Financial Skills for Young Adults

- Basic Budgeting. ...
- Bank Account Basics. ...
- The Importance of Saving for Emergencies. ...
- How to Develop a Positive Credit History. ...
- Understanding Nothing is Guaranteed. ...
- Knowing When to Ask for Help.

Other Different analysis in business plan

Descriptive analysis, which identifies what has already happened.

Diagnostic analysis, which focuses on understanding why something has happened.

Predictive analysis, which identifies future trends based on historical data.

Prescriptive analysis, which allows you to make recommendations for the future.