

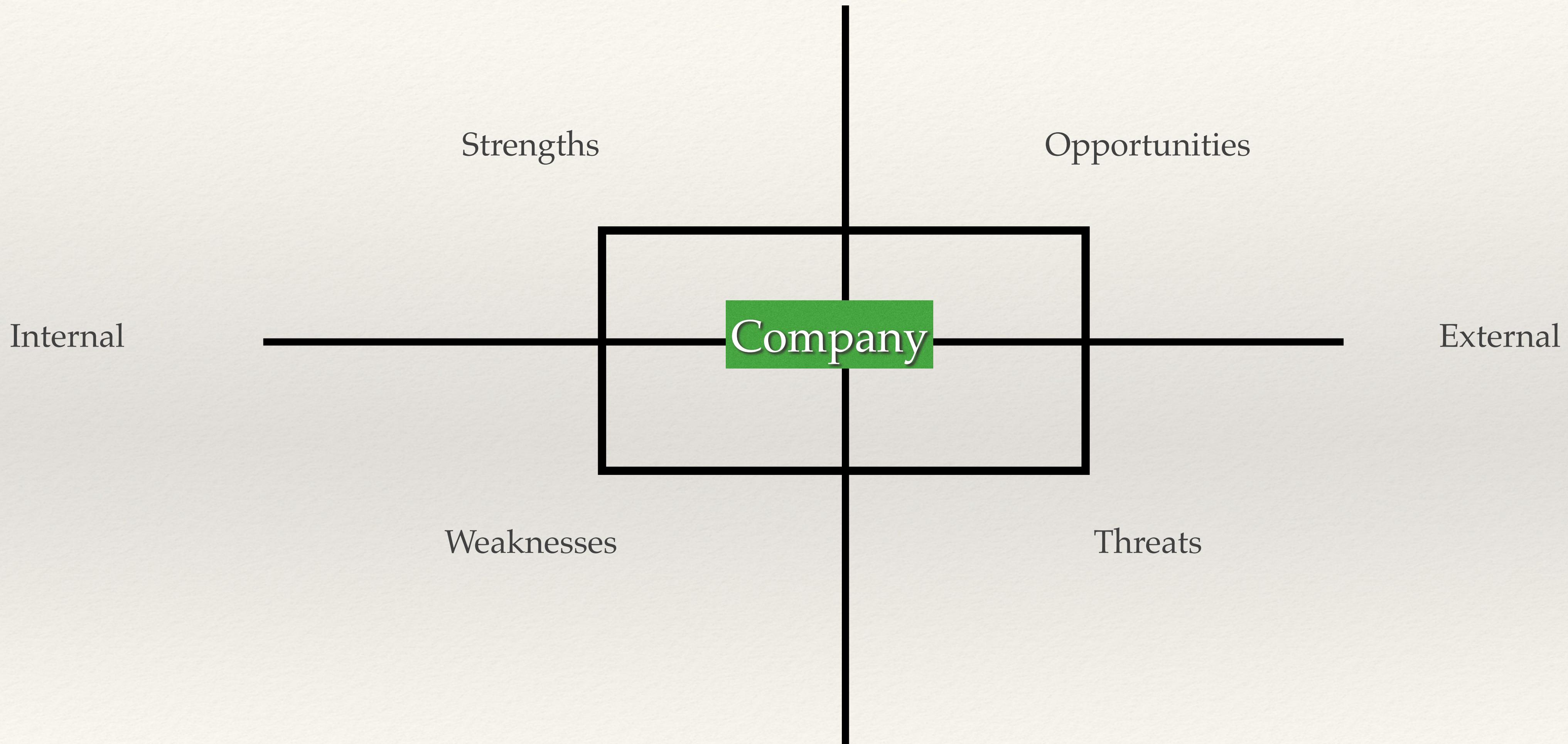
Business Model Synthesis



Business Model Synthesis

- ❖ Bring the models and frameworks into focus by showing how they all fit together
- ❖ Start with SWOT Analysis

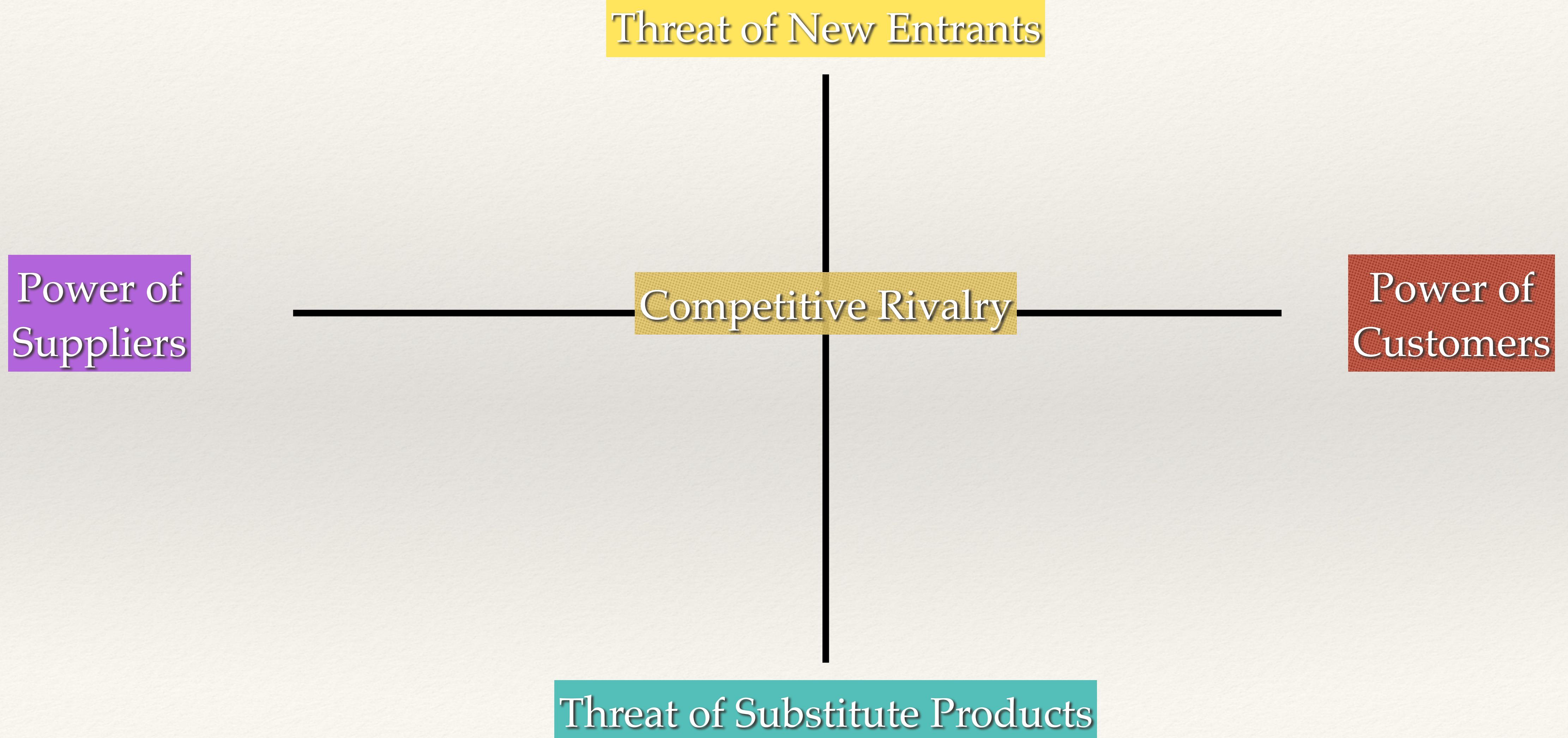
SWOT Analysis



Business Model Synthesis

- ❖ Next we consider Porter's Five Forces Model for understanding the competitive forces in an industry

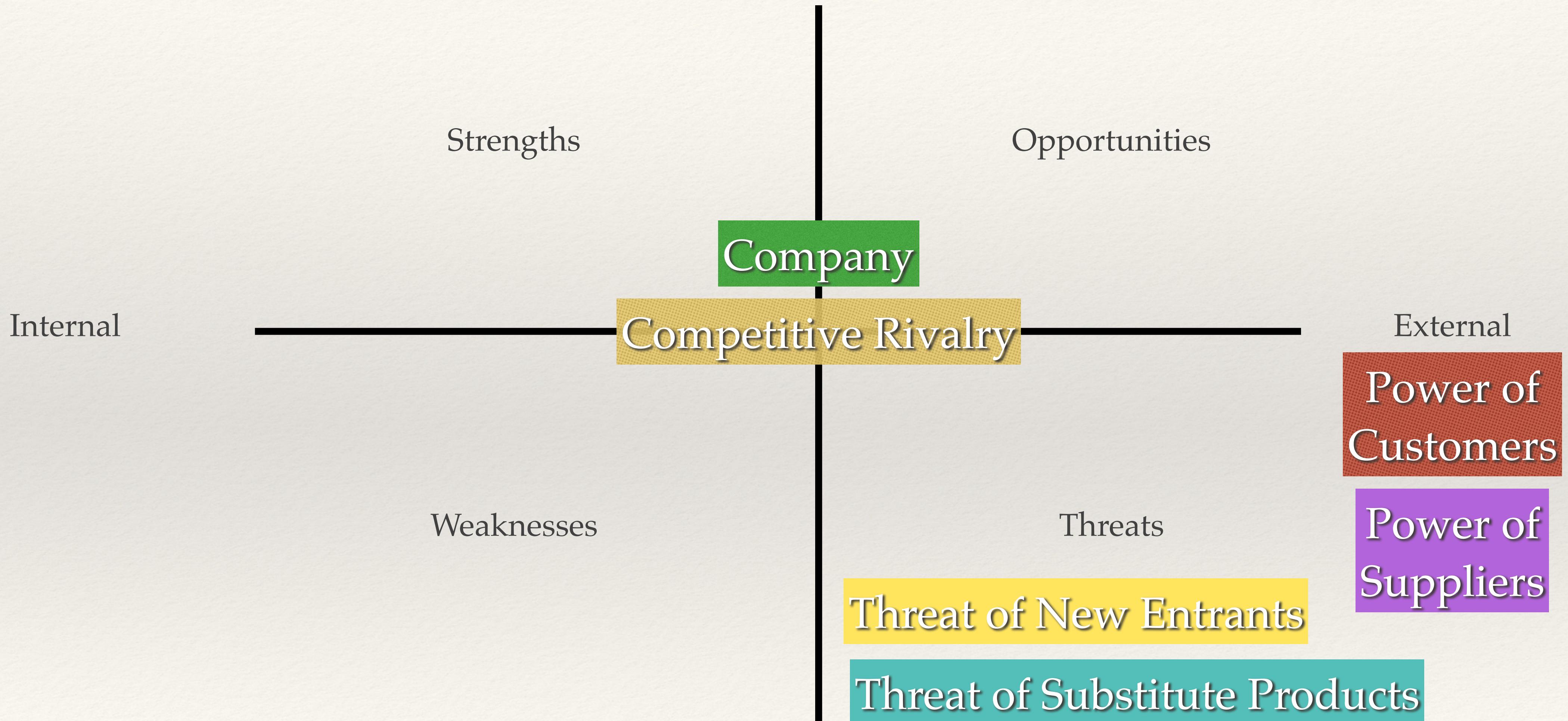
Porters 5 Forces



Business Model Synthesis

- ❖ Now we combine the two...
- ❖ I have rearranged the placement of the labels to reflect the SWOT analysis matrix

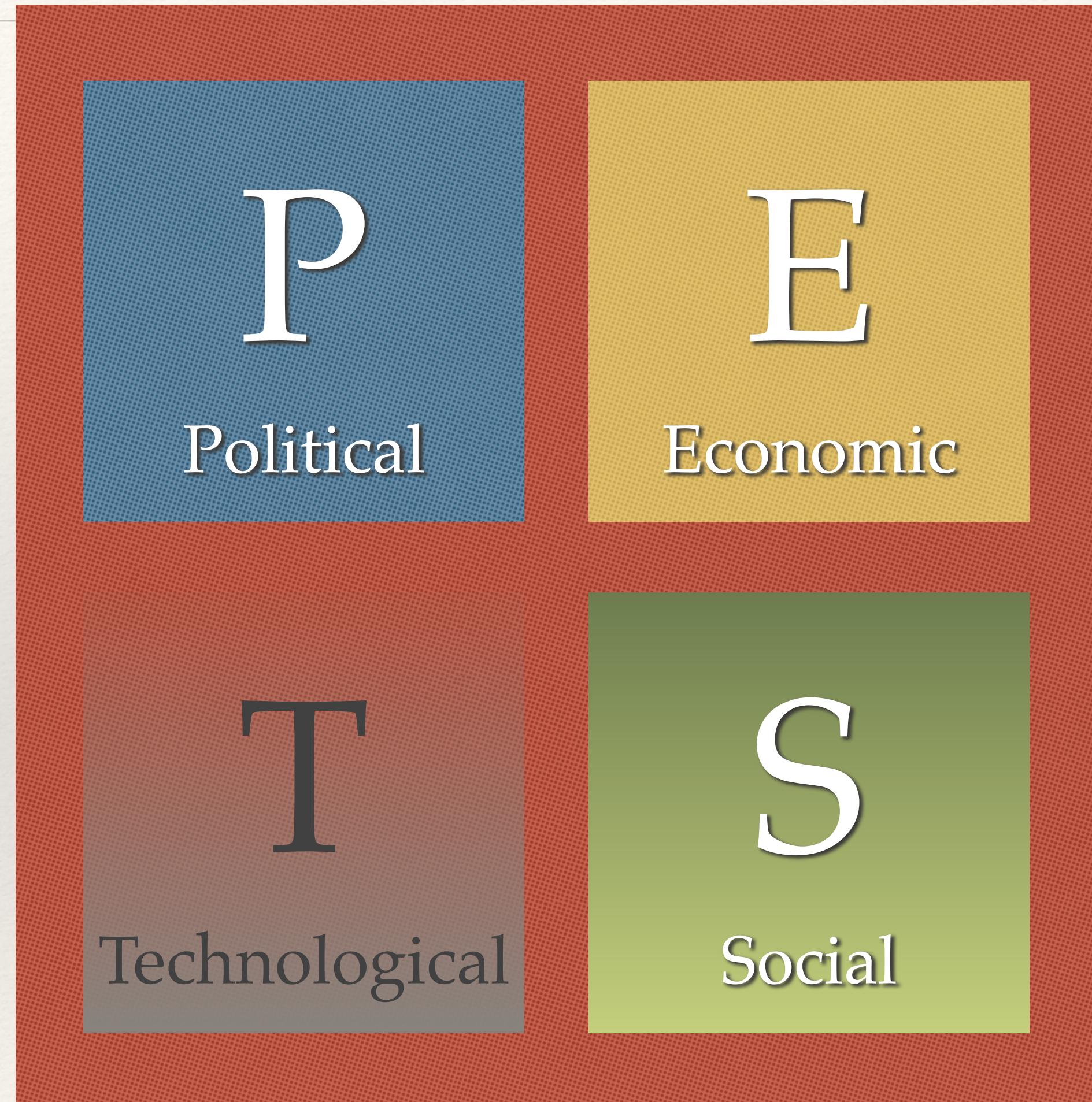
Synthesis Model



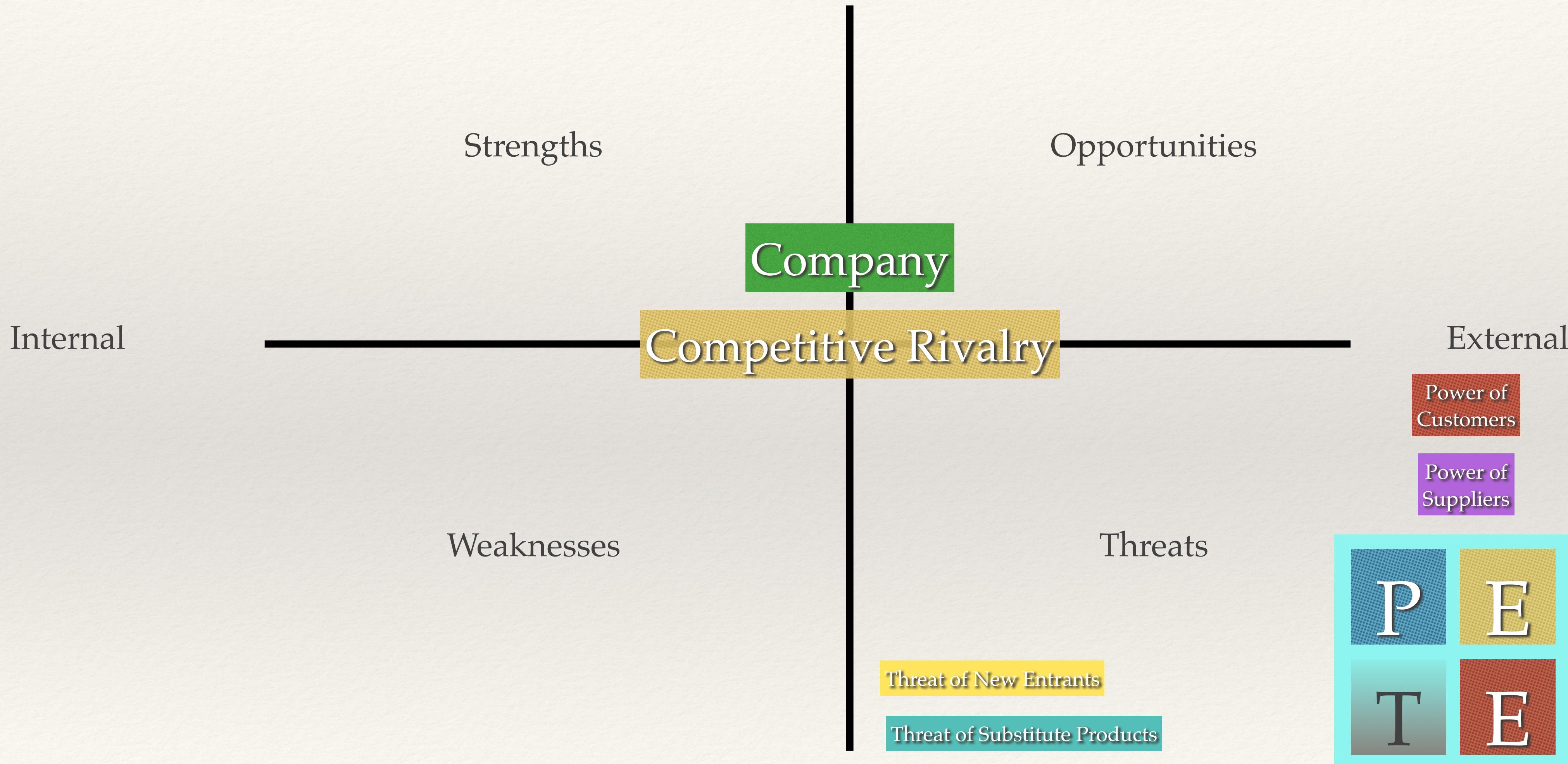
Business Model Synthesis

- ❖ The PEST Model reviews external criteria
- ❖ Lets look at the model and then add PEST to our synthesis

PEST



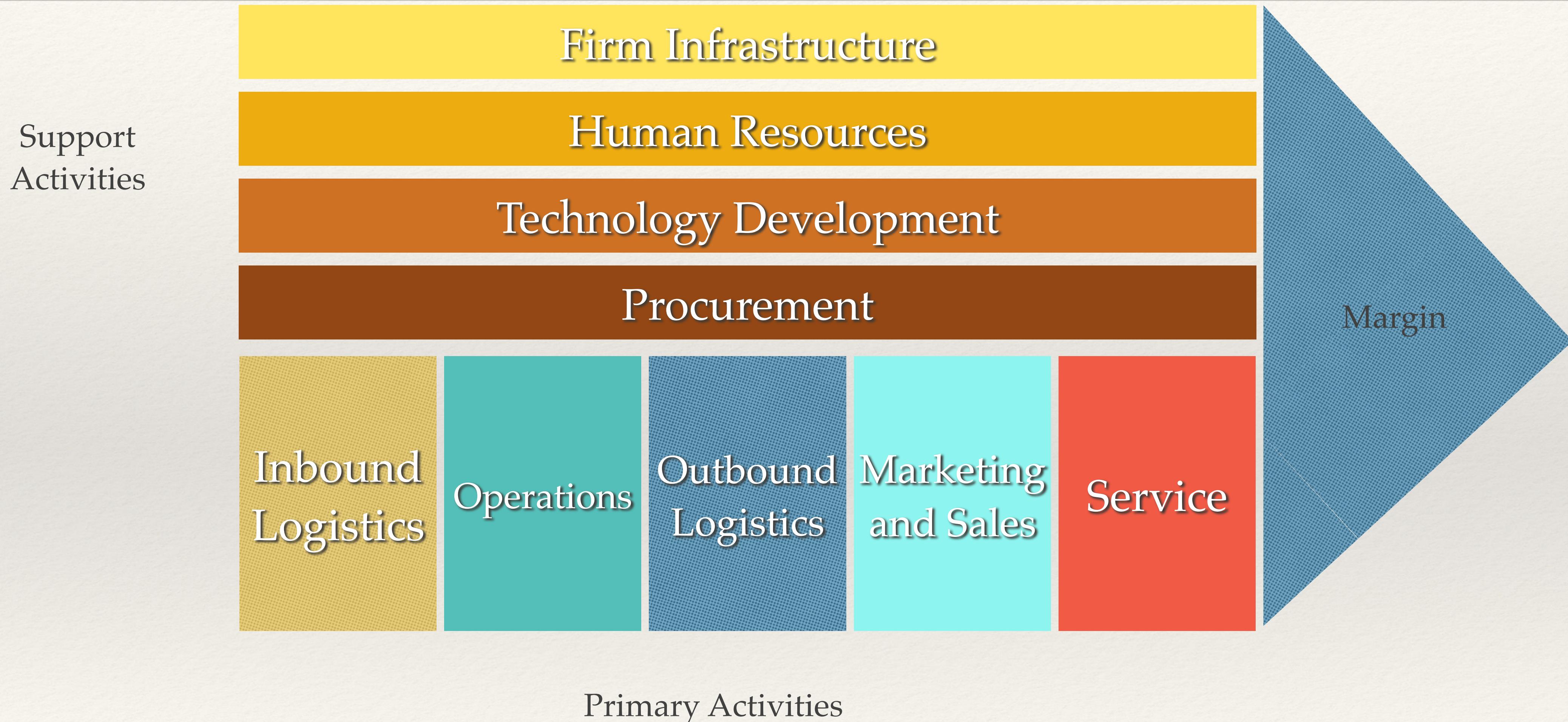
Synthesis Model



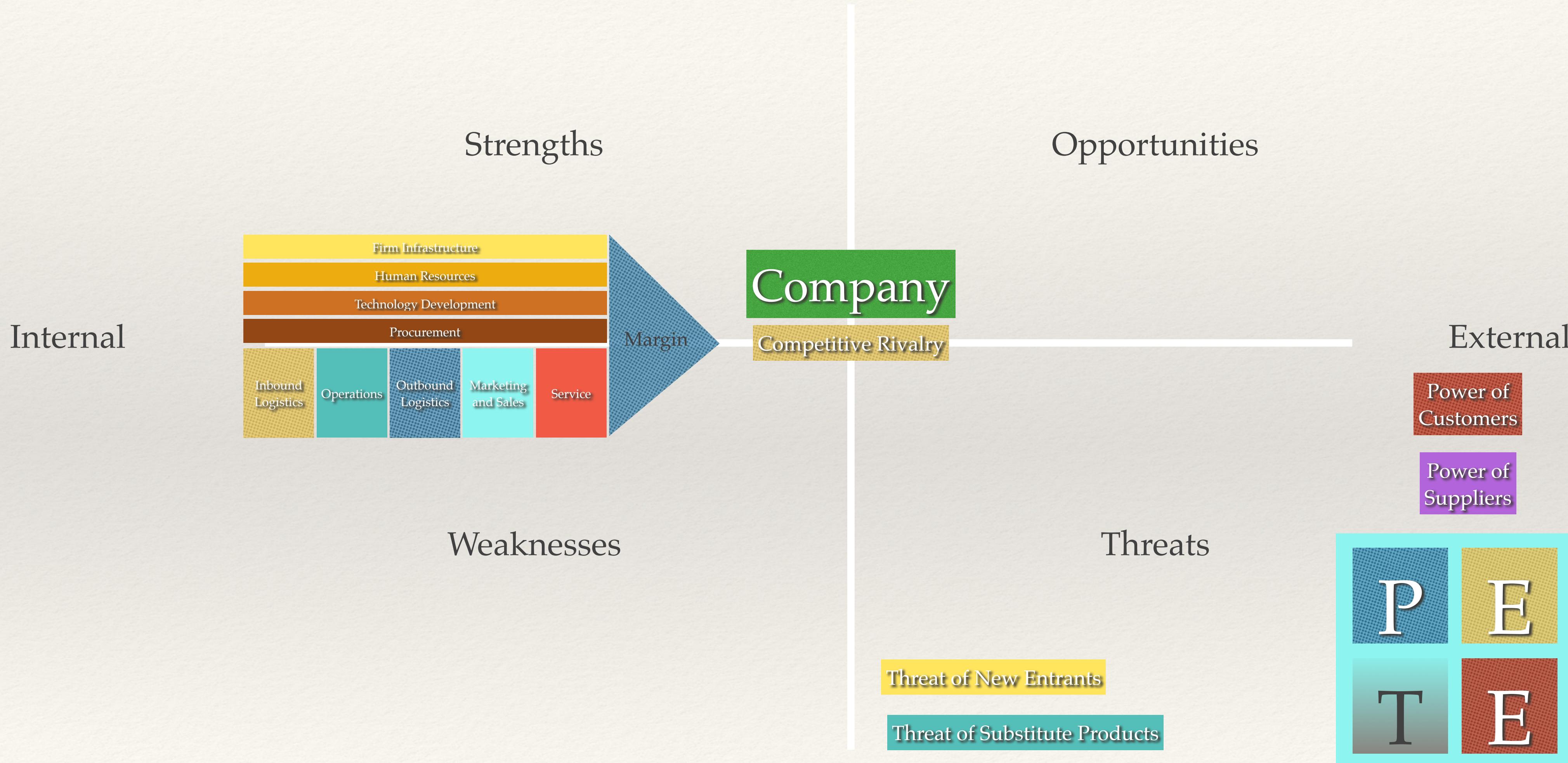
Business Model Synthesis

- ❖ Most of the strategic models so far have had an external bias
- ❖ The Value Chain model is more internally focused and adds some balance

Value Chain



Synthesis Model



Synthesis Model

- ❖ The Synthesis Model shows you how you can combine different business frameworks to add depth and complexity to your strategic analysis
- ❖ Each model can be used on its own but the real strength of these frameworks is layering them as we have done diagrammatically here

Business Model Synthesis

