

Context(why we need it)

- ✦ Market research
- ✦ Competition research
- ✦ Focus groups
- ✦ Gaps in the market
- ✦ Market potential

Biotechnology

also genetic DNA cells desired organisms produce cancer altered bacteria genetically diseases

gene biological processed products

manipulation applications

break agriculture

prolonged disorders technology

exploitation United

product manufacture engineering

many bacterial

growth insulin medicine

United

animal general Hybrids

technique way systems

problem splicing

substance processes

industrial

made shelf

corn common

monoclonal

genes

qualities

category

laboratory

substances

inserted

Much plant

extract

process

antibodies

field

living

treatment

recombinant

pharmacology

quantities

hybridomas

oil

development

similarly

drugs

techniques

modified

increased

interferon

called

includes

produces

solution

sinks

fields

involved

pests

Plants

useful

created

States

resistance

nucleic

pharming

mass

experimental

cultured

see

life

normal

attempts

technological

example

chronic

therapy

hormones

material

acid

now

antibody-producing

cloned

medically

foods

use

cloned

Livestock

treat

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large

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manipulation

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agriculture

Strengths

Characteristics of a business which give it advantages over its competitors

Weaknesses

Characteristics of a business which make it disadvantageous relative to competitors

Opportunities

Elements in a company's external environment that allow it to formulate and implement strategies to increase profitability

Threats

Elements in the external environment that could endanger the integrity and profitability of the business





368

94

172

45

73

38

99

25

73

54

91

85

40

78

49

10

30

62

49

32

31

340

301

306

280

317

232

377

431

411

451

430

451

367

439

184

182

139

144

205

181

2.132

1.001

1.308

1.710

1.725

1.442

2.453

2.390

3.850

2.175

1.388

2.833

3.928

1.920

1.748

2.387

2.930

1.399

1.253

3.928

3.176

2.514

2.835

2.119

1.376

1.287

1.272

2.333

2.738

2.115

2.591

2.110

1.928

1.902

1.827

2.736

2.395

3.292

3.383

2.985

2.117

2.817

2.351

1.272

1.928

1.857

2.119

2.819

2.351

110

289

272

285

104

75

285

838

712

804

855

855

855

855

92

288

159

324

304

430

277

175

809

2.402

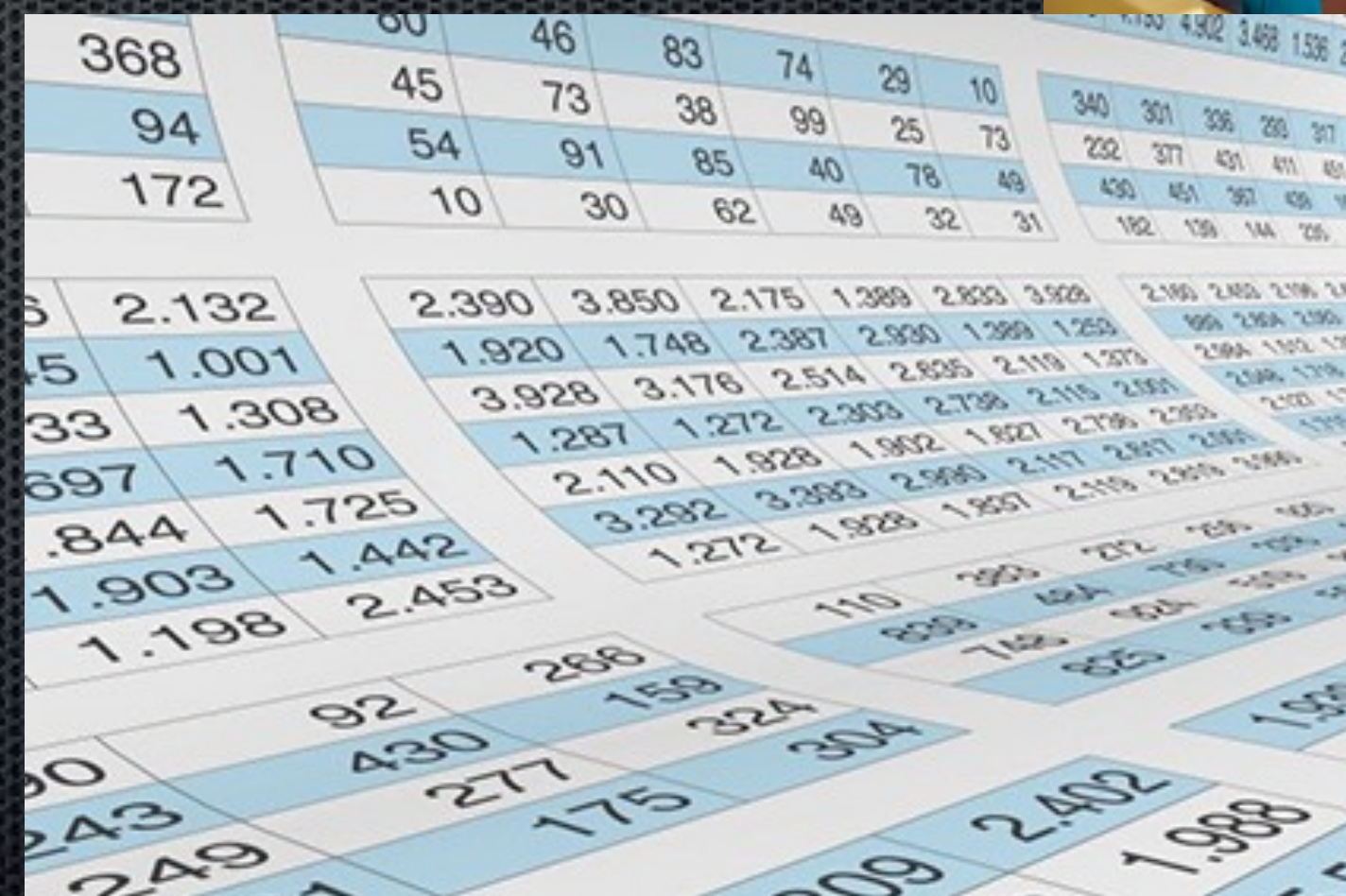
1.988

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- ✦ Market potential

Strengths	Weaknesses
Characteristics of a business which give it advantages over its competitors	Characteristics of a business which make it disadvantageous relative to competitors
Opportunities	Threats
Elements in a company's external environment that allow it to formulate and implement strategies to increase profitability	Elements in the external environment that could endanger the integrity and profitability of the business



Discovery (finding it)



- ✧ Identifying potential
 - ✧ Searching the literature
 - ✧ Searching databases
 - ✧ Analyzing relationships
 - ✧ Culling candidates