

MIZORAM RAHBI: MICRO STARTUP CAPITAL COMPETITION 4.0

Preparatory Workshop on 'How To Create A Business Plan'

7 – 8 February 2022

MARKET INFORMATION NEEDS



Resource Person:

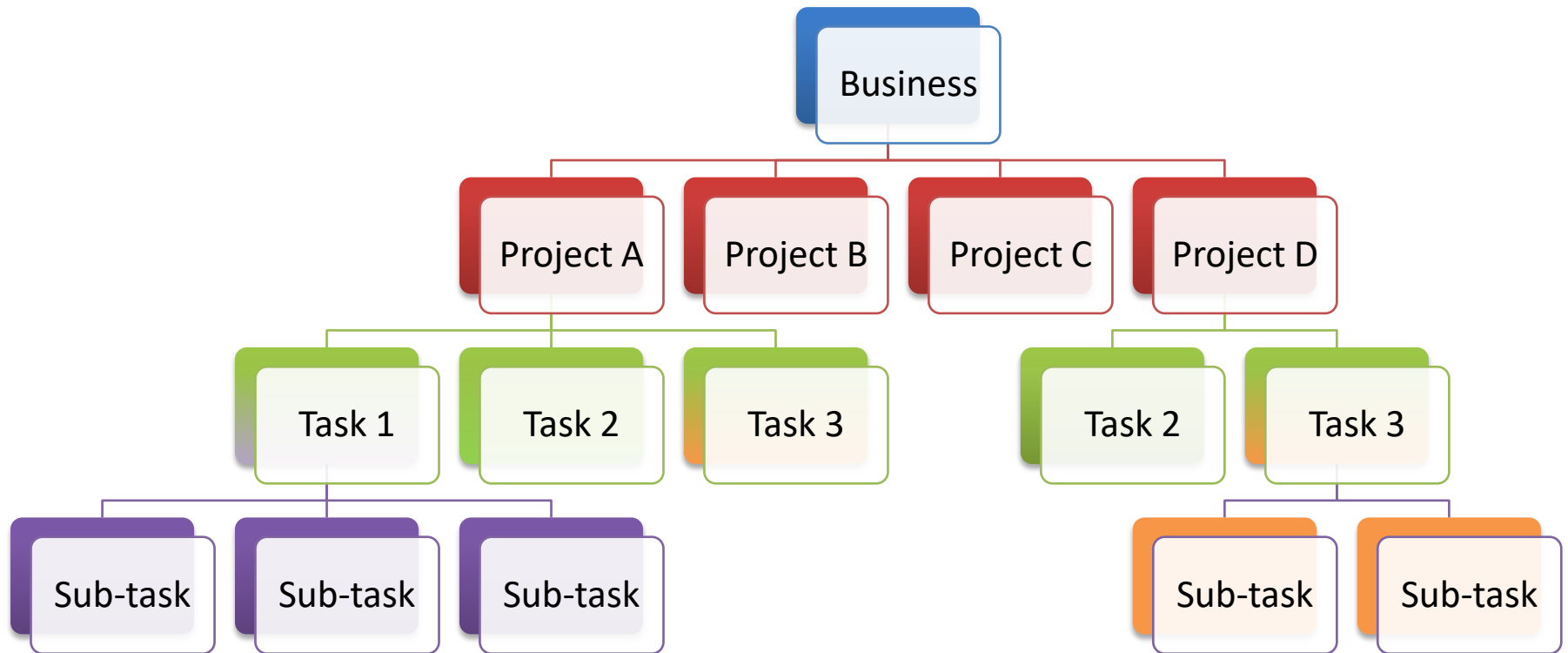
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Govt. Aizawl College

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entrepreneur,
indaihloh a na dawn!



Divide those tasks into 'mini projects'.

Projects do not exist in isolation.





PROJECT

Time-bound; due date

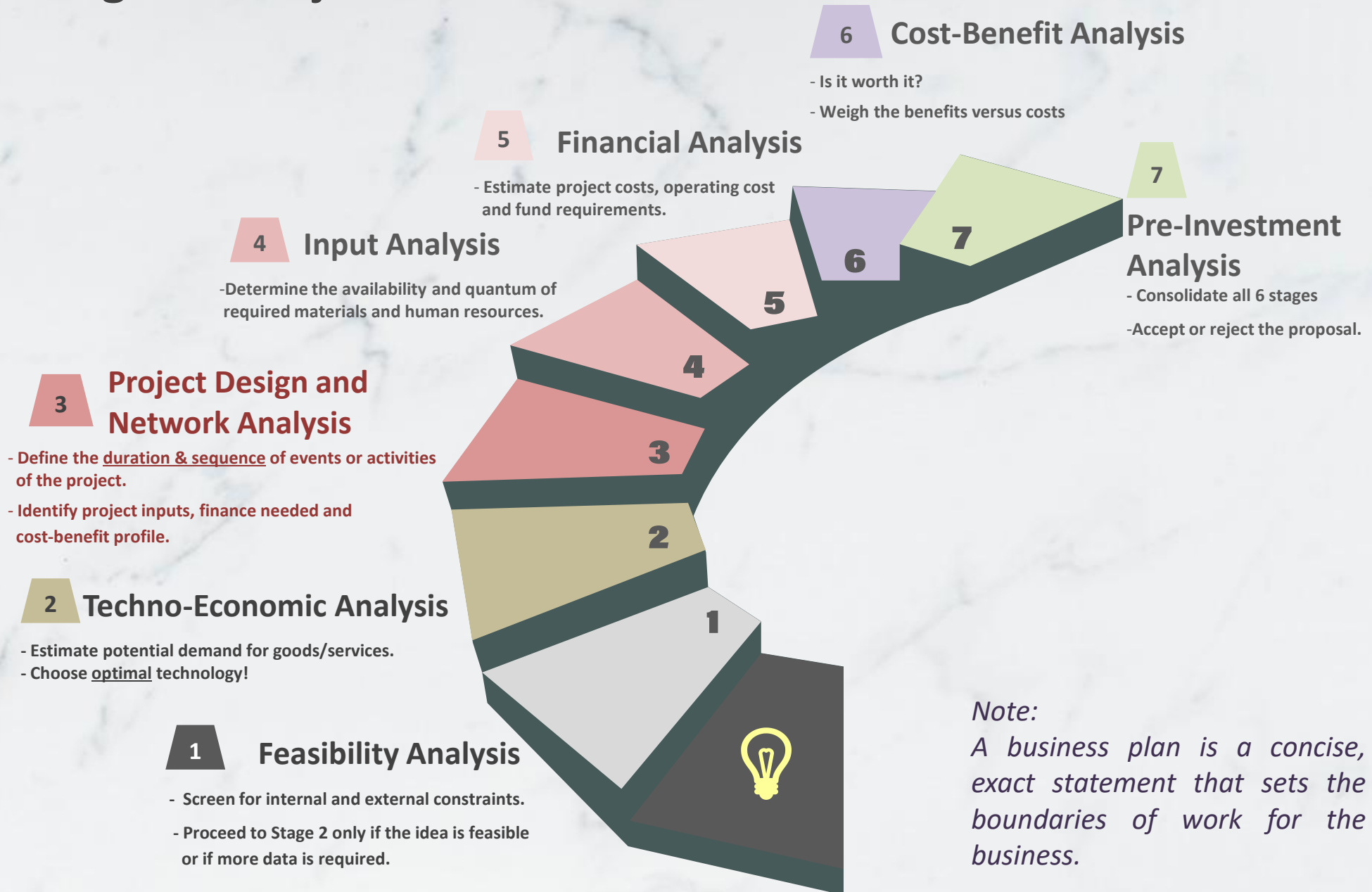
Measurable, pre-defined goal

Specific; demand-driven

Complex; multidisciplinary

Conflict-ridden; budget

7 Stages in Project Formulation



Did you know?

Projects are formed to fix

responsibility and authority

on a particular individual or group.

**Every project starts with
an idea which is provoked by
a need or a problem that has been
insufficiently solved or not solved at all.**



Market Information Needs

- Products and Services: Key features, uniqueness and differentiator, how it addresses the market need, end customer, market potential
- the problem the product or service solves, any proprietary features that give you a competitive advantage, how will you price your product or service.

Product/Service Idea	
Special benefits	
Unique Features	
Limits & Liabilities	
Production & Delivery	
Suppliers	

- Market Research: Barriers to entry, SWOT Analysis, target customer
- Competitors Landscape (Who are your competitors and what is your competitive advantage?) (in case of claims that there are no competitors – should be adequately justified)



SWOT



STRENGTH



WEAKNESS



OPPORTUNITIES



THREATS

What do you do well?

What unique resources can you draw on?

What do others see as your strengths?

What could you improve?

Where do you have fewer resources than others?

What are others likely to see as weaknesses?

What opportunities are open to you?

What trends could you take advantage of?

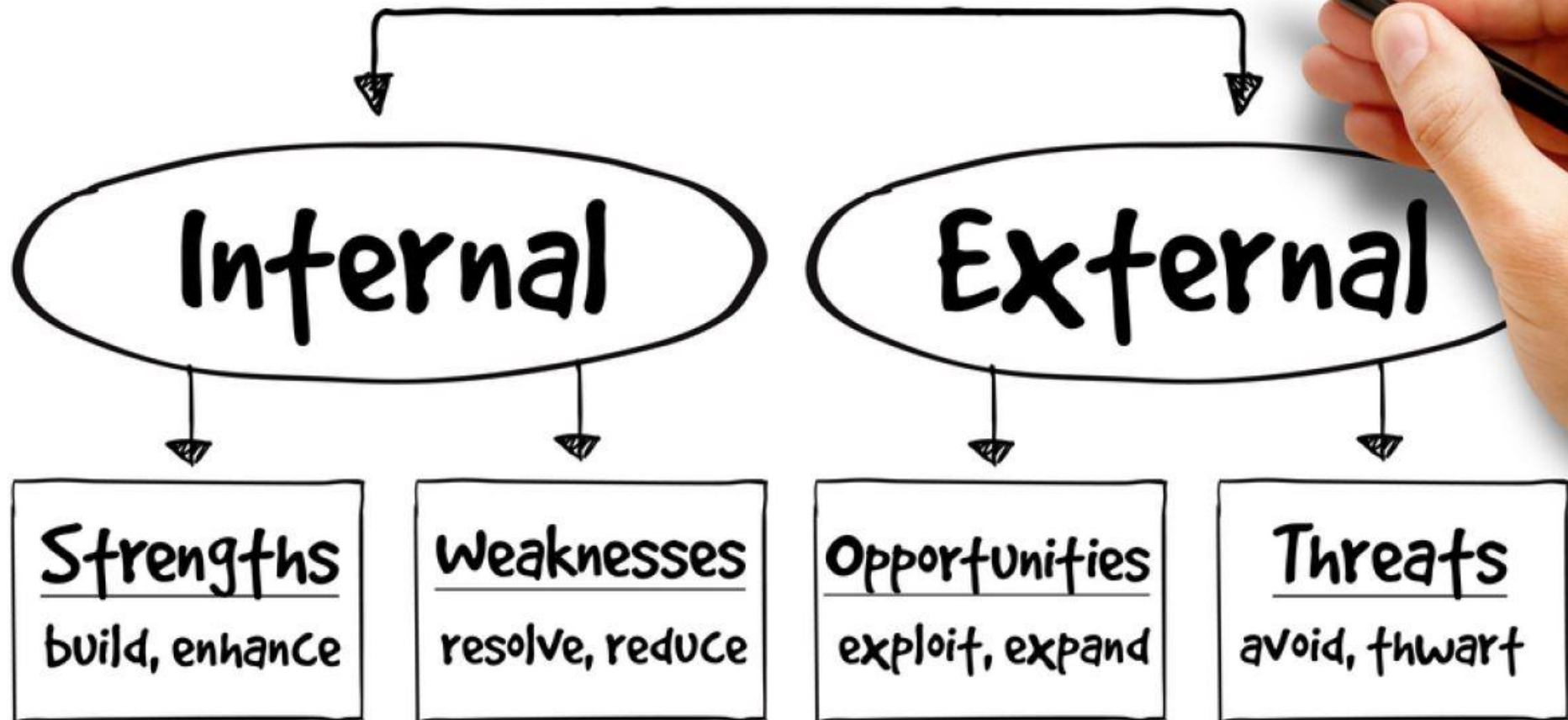
How can you turn your strengths into opportunities?

What threats could harm you?

What is your competition doing?

What threats do your weaknesses expose you to?

Strategic Analysis



Ask yourself where you want to go, how you can get there, and what might get in your way.

	Helpful	Harmful
Internal	<p>STRENGTHS</p> <p>What do you do well? What unique resources can you draw on? What is your USP? What do competitors see as your strengths?</p>	<p>WEAKNESSES</p> <p>What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?</p>
External	<p>OPPORTUNITIES</p> <p>What are the technological trends impacting your clients? What trends can you take advantage of? Is there another market your products would work on? How can you turn your strengths into opportunities? What do clients ask for?</p>	<p>THREATS</p> <p>What threats could harm you? Have you lost a client? To whom? What is your competition doing? What threats do your weaknesses expose to you?</p>





Government regulations, policies & licences



Absence of external economies & ancillary (support) industries



Transport & communication networks;
Intricate system of business practices



Resource Mobilization- especially
adequate finance and materials



Selection of appropriate /optimal* technology and
availability of technically qualified personnel



S Strengths

Capital stock: We've established and maintained a strong capital base.

Marketing: Aggressive and focused marketing campaign with clear goals and strategies.

Management team: We have wide experience in product and business know-how.

W Weaknesses

Not tech-savvy: Establishing a reputation on the internet will be challenging.

Quick expansion: There are a lot of new hires to train and organizational structures to learn.

New: Don't have the reputation or money of big breweries.

O Opportunities

Packaging: New generation of consumers appreciate high-end bottling and labeling.

Craft beer niche: There is a growing community of craft beer appreciators in Botswana.

Government programs: Promotions of and initiatives to support Botswana exports.

T Threats

Vertical integration: Major breweries have control of supply and distribution channels to corner the market.

Price fluctuation: Fluctuations in prices of supplies may occur.

Competitive market: Expensive new marketing campaigns.

S Strengths

Location: Our first location downtown will draw in visitors and downtown shoppers.

Uniqueness: We stand out as a unique alternative to fast food and we offer consistently high-quality food in a distinctive atmosphere.

Strong management: We have assembled a team that embraces different disciplines with expertise in all areas of the business.

W Weaknesses

Lack of capital: All startup funds will come from loans and investors.

Lack of reputation: We haven't established ourselves as reputable meat pie provider yet.

O Opportunities

Area growth: Yubtchatown is growing by 8.5% annually.

Working families with children: This is a growing population, both in numbers and in their choice of convenient foods. Two-income families have less time to prepare a meal.

T Threats

Competition: One competitor sells similar pies, and has loyal customers as well as a relationship with businesses that regularly buy from them.

Being unprepared for opening numbers: Initial poor service or product quality could discourage customers from returning.

Strengths

- Low Salary and Benefits overhead
- Quick to respond to market changes
- Light weight and flat hierarchy resulting quicker decision making

Weaknesses

- Existing workload too high
- No previous project planning experiences
- Missing expertise in some areas

Opportunities

- Need to increase market share
- Could convert existing products for new markets

Threats

- Business partners has little loyalty
- Larger competitors get majority of market share and more famous brand name
- Cost of technology investment

USP (Unique Selling Proposition)

- the unique thing that you can offer that your competitors cannot, i.e. your “competitive edge”
- the reason why customers buy from only you

If you don't have a USP, you will struggle for survival.

- USPs are often extremely difficult to find. And as soon as one company establishes a successful USP in a market, competitors rush to copy it. Innovate continuously.
- Once you've established a USP, make sure that the market knows about it!

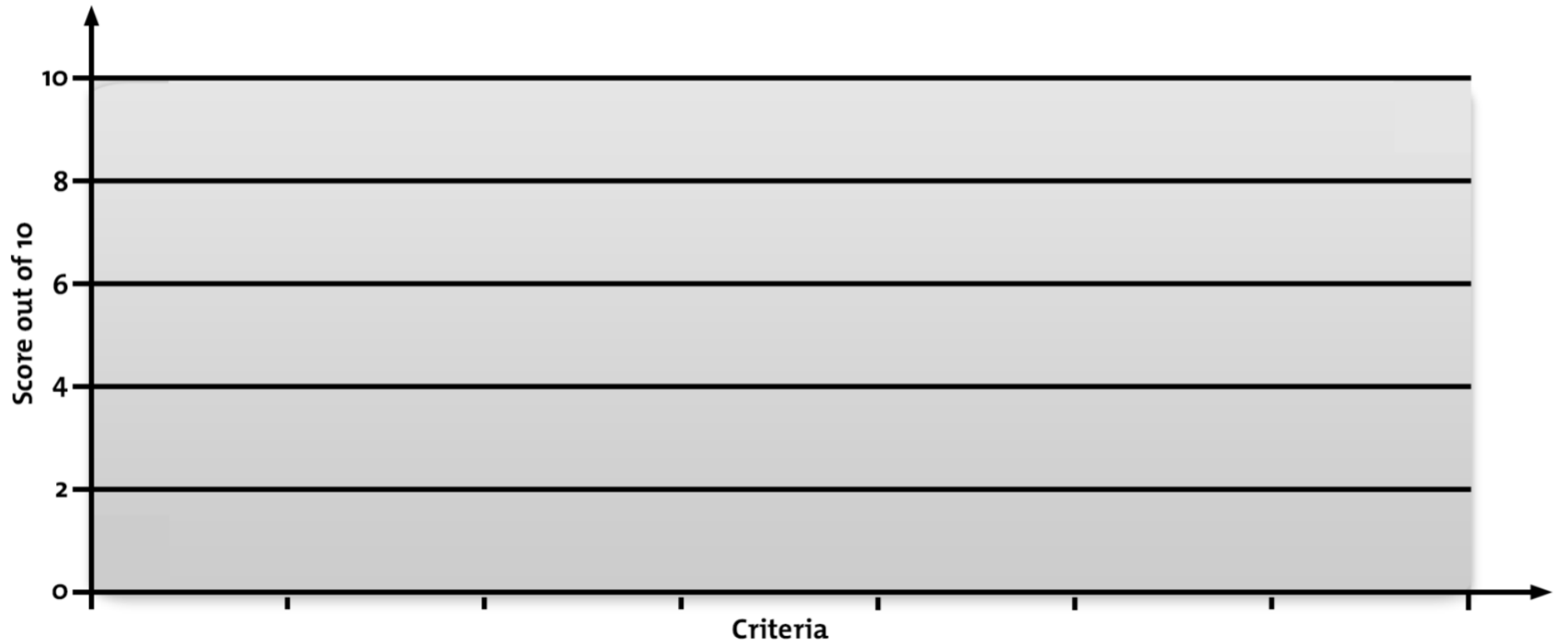
USP Analysis Worksheet

- For instructions about USP Analysis, visit www.mindtools.com/rs/USP.

Criterion	You (1 = poor, 10 = good)	Competitor 1	Competitor 2	Competitor 3

Price/Quality/Range/Expertise/Stability/Size/Profitability/

Market Strategy/Ease Of Ordering/ Speed Of Delivery/Reliability



<https://hbr.org/1999/01/creating-new-market-space>

Questions Every Business Plan Should Answer

- Who is your customer?
- Do you have an economically viable access to customers?
- How does the customer make a decision about buying this product/service?
- To what degree is the product/service a compelling purchase for the customer?
- How will you reach all the identified customer segments?

Questions Every Business Plan Should Answer

- How much does it cost (in time and resources) to acquire a customer?
- How much does it cost to support a customer?
- How easy is it to retain a customer?
- How much does it cost to produce and deliver the product/service?
- How will the product/service be priced?

Questions Every Business Plan Should Answer

- Is the industry now, or can it become, structurally attractive?
- Is the market for your product/service large, rapidly growing, or both?
- ❖ Look for markets where you can actually make money.
- ❖ Buy low, sell high; collect early and pay late – this is the ideal.
- ❖ Challenging an industry's conventional wisdom about which buyer group to target can lead to the discovery of new market space.

Questions about the Competition

- Who are your current competitors?
- What resources do they control? What are their strengths and weaknesses?
- How will they respond to your decision to enter the business?
- How will you respond to competitors' response?
- Who else might be able to observe and exploit the same opportunity? (Don't be an R&D ground for them!)
- Are there ways to co-opt potential or actual competitors by forming alliances?