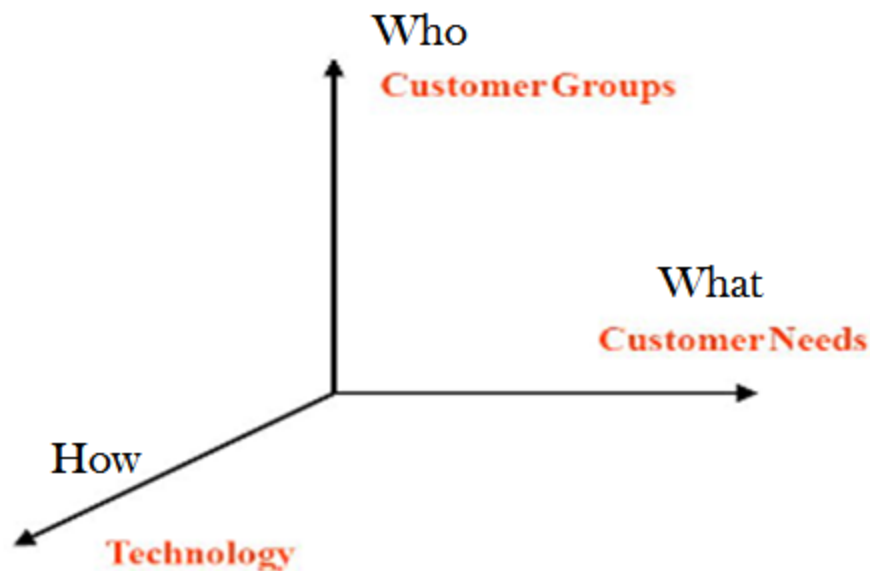


Abell Business Scope

To define the business scope of a company, offering an insight into the current position of the company in its markets.



Who: Determine what customer groups it can deliver value to. - from customer's perspective

What: Determine what needs customers have to identify what activities and value to these customer groups.

How: Determine what technologies, competencies and systems applied by the company will allow it to perform better than its competitors.

SWOT Analysis

S STRENGTHS	W WEAKNESSES	O OPPORTUNITIES	T THREATS
<ul style="list-style-type: none">• Things your company does well• Qualities that separate you from your competitors• Internal resources such as skilled, knowledgeable staff• Tangible assets such as intellectual property, capital, proprietary technologies etc.	<ul style="list-style-type: none">• Things your company lacks• Things your competitors do better than you• Resource limitations• Unclear unique selling proposition	<ul style="list-style-type: none">• Underserved markets for specific products• Few competitors in your area• Emerging need for your products or services• Press/media coverage of your company	<ul style="list-style-type: none">• Emerging competitors• Changing regulatory environment• Negative press/media coverage• Changing customer attitudes toward your company

Marketing Mix - 4 Ps



Point of Difference (POD) – Point of Parity (POP)

Example: Fast Food Restaurant

