

STRATEGIC ANALYSIS OF BUSINESS PLAN

- Strategic Analysis of a Business Plan covers the following areas

1. Industry Analysis

2. Competitor Analysis

3. SWOT Analysis

4. Product Life Cycle

Industry Analysis

○ Industry Analysis looks into the following five aspects. These are

1. Rivalry among the existing Competitors

2. Threat of Substitute Products

3. Bargaining power of the Buyers

4. Bargaining Power of the Suppliers

5. Threat of New Entrants

Competitor Analysis

- Competitor Analysis helps the entrepreneur to understand about the Competition.
- It takes into account both the present as well as the future competition
- Through Competitor Analysis one has to understand various blindspots and the pitfalls.

SWOT Analysis

- SWOT Analysis makes a Comparison of the Strengths and Weaknesses of the Enterprise
- In order to make a mark in the Market Place the strengths of the project should be more than the weaknesses.
- Similarly one has to look at the present as well as future opportunities which will make the project attractive.