

# Understanding Business Analysis

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# **Business Analysis:**

- (1) Business Profiling
- (2) Market Analysis
- (3) Marketing Research
- (4) Business Forecasting

# (1) Business Profiling

## Corporate Culture Analysis

Cultural Attributes/Values

Cultural Behaviors

Underlying Assumptions

# **(1) Business Profiling (continue...)**

## **Strategy Analysis**

- (1) SWOT Analysis
- (2) PEST Analysis
- (3) Five-Forces Analysis
- (4) Resources Inputs (Land, Labor, Capital)
- (5) Product Evaluation
- (6) Strategy Deployed

# **(1) Business Profiling (continue...)**

## **Financial Ratio Analysis**

Profitability Ratio

Rate of Return

Working Capital Management

Gearing Ratio

More ....

# **(1) Business Profiling (continue...)**

## **Corporate Investment Appraisal**

Project evaluation & performance monitoring

Investment evaluation using

discounted / non-discount method

Investment decision-making under uncertainty

Investment appraisal and capital

- Asset Pricing
- Capital limitation
- Cost of capital
- More ....

# **Business Analysis:**

- (1) Business Profiling
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## (2) Market Analysis

### Market Position

- Niche Market
- Market Leader
- Market Follower
- Market Challenger



## (2) Market Analysis (continue...)

### Market Objectives

#### Market Growth

- Domestic
- International

#### Market Focus

- Consumer
- Product

#### Market Share

## (2) Market Analysis (continue...)

### Market Structure

- Highly Competitive
- Oligopoly
- Duopoly
- Monopoly

## **(2) Market Analysis (continue...)**

### **Market Segments**

- Age Demographics
- Income Level
- Lifestyle
- Geographical region

### **Competitor Analysis**

- Data Mining
- Business Intelligence

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# (3) Marketing Research

## Basic Methods of Market Research

### Surveys

- In-Person Surveys
- Telephone Surveys
- Mail Surveys
- Online Surveys

### Focus Groups

### Personal Interviews

### Observation

### Field Trials

# (3) Marketing Research (continue...)

## Marketing Research in Business Analysis

### Marketing Research Methods

#### Market Objectives

##### Market Growth

Domestic

International

##### Market Focus

Consumer

Product

##### Market Share

# (3) Marketing Research (continue...)

## Data Mining in Marketing Research

Predictive Modeling

- Classification
- Numeric Prediction

Association Rules

Meta-Learning Methods

Artificial Neural Networks, etc ...

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- (4) **Business Forecasting**



# (4) Business Forecasting

## Techniques in Business Forecasting

### Qualitative

- Delphi Method
- Market Research Method

### Quantitative

- Time-Series Methods
- Indicator Methods
- Econometric Models

# (4) Business Forecasting (continue...)

## Forecasting Process

- Identify Problem
- Study Relevant Economic Theory
- Study Relevant Data
- Determine Assumption Set
- Model methodology
- Verify Forecast