



UNIT 4

Element 3 – Learning Outcome 2

TRANSCRIPT: SERVICE PORTFOLIO



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1 Slide 1

Welcome to this video-lecture of Live Text Access: Training for real-time intralingual subtitles.

2 Slide 2

This is Unit 4 Entrepreneurship and service competence - Element 3: Business strategies.

3 Slide 3

My name is Julia Borchert and this lecture is about developing an own service portfolio. The materials are created by SUBTI-Access and ZDF Digital.

4 Slide 4

This is the learning outcome: The trainee can develop an own service portfolio and adapt it to the market needs.

5 Slide 5

Here you see the agenda. At first something about identification of strengths, weaknesses, opportunities and threats. After that we will have a look how to create a business model with the help of the canvas business model. And at the end a portfolio analysis using the Boston Consulting Group – Matrix.

6 Slide 6

Let's get started with a method how to Identify strengths, weaknesses, opportunities and threats.

7 Slide 7

The SWOT Analysis. A SWOT Analysis provides a comprehensive overview of how you can position yourself on the market. You can use it when you want to gather information about you, your business, your organization, or your process, or a special project.

8 Slide 8

A SWOT Analysis can be implemented via an internal analysis: brainstorming of your strengths and weaknesses, your opportunities and threats. Ideally work in an S-shaped flow. Start with strengths, then move to weaknesses, then opportunities, and finally threats.

9 Slide 9

What exactly is meant by these four factors you should analyse? Strengths are things internal to your business, organization, process, or project that are within your control. Weaknesses are also internal factors within your control. These might be obstacles, blockers, or other things, that obstruct your ability to meet your goals. Opportunities should be treated as external factors that the business, organization, process, or project should or could develop. Ideally, these already exist in some fashion. Threats are external factors to your business, organization, process, or project. These are beyond your control but are good to be aware of because of the potential risk.

10 Slide 10

Answer the following questions to start planning your next plan of attack. How do you use your strength to take advantage of opportunities? How do you overcome weakness preventing you from taking advantage of opportunities?

11 Slide 11

Furthermore: How can your strength reduce the probability of threats? What can you do about your weakness to make the threats less likely?

12 Slide 12

Let's take a look at creating a business model now.

13 Slide 13

What is the Business Model Canvas? It facilitates the structured and clear presentation of your business model. The Business Model Canvas serves for the analysis of existing business models or for the development of new business models.

14 Slide 14

The right side of the Business Model Canvas focuses on the customer (external), while the left side of the canvas focuses on the business (internal).

15 Slide 15

Both - external and internal factors - meet around the value proposition, which is the exchange of value between your business and your customer or clients.

16 Slide 16

Here you can see an example of a Business Model Canvas structure with all relevant questions that should be answered. Like you can see it's very detailed and to explain everything now would go beyond the scope. You can find this table as a template at the additional material.

17 Slide 17

Let's talk now about a portfolio analysis.

18 Slide 18

BCG-Matrix is named after the Boston Consulting Group and was created in 1968 by BCG's founder, Bruce Henderson: This Matrix is a portfolio management framework, which helps companies to decide how to prefer their different businesses. It is a table, split into four quadrants, each with its own unique symbol that represents a certain degree of profitability. By assigning each business to one of these four categories, executives could then decide where to focus their resources and capital to generate the most value, as well as where to cut their losses.

19 Slide 19

Here you can see the colourful Boston Consulting Group Matrix. I will explain it to you and describe each category very shortly. Let's start with the cow. It's low Growth and High Share at the bottom left: Companies should milk these "cash cows" for cash to reinvest. The red one. High Growth, High Share at the top left: Companies should significantly invest in these "stars" as they have high future potential. The purple one. High Growth and Low Share at the top right: Companies should invest in or discard these "question marks" depending on their chances of becoming stars. And the green one. Low Share and Low Growth at the bottom right: Companies should liquidate, divest, or reposition these "dogs".

20 Slide 20

Summary.

21 Slide 21

A SWOT analysis provides a comprehensive overview of how you can position yourself on the market. It can be implemented via an internal analysis: strengths, weaknesses, opportunities and threats.

22 Slide 22

The Business Model Canvas facilitates the structured and clear presentation of your business model. BMC serves for the analysis of existing business models or for the development of new business models.

23 Slide 23

The Boston Consulting Group Matrix is a portfolio management framework using four categories with its own unique symbol. It helps to decide where to focus resources and capital to generate the most value, as well as where to cut losses.

24 Slide 24

Exercises.

25 Slide 25

The exercises for this video lecture are in the Trainer's Guide and the PowerPoint file.

26 Voiceover

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