

BUS 131A Case Analysis Crib Sheet

<p><u>Where are you in the Product Life Cycle?</u> Introduction Growth Maturity Decline</p> <p><u>Where are you in the Technology Adoption Life Cycle?</u> Technophiles Visionaries Pragmatists Conservatives Laggards</p> <p><u>Where are you in the Boston Consulting Group Growth/Share Matrix?</u> Star Question Mark Cash Cow Dog</p> <p><u>Who are the Principal Players?</u> <u>Suppliers</u> Customers End Users Competitors in industry Competitors outside of industry Regulators (SEC) Industry & Standards Groups Who else?</p> <p><u>What are the results of each player's SWOT Analysis?</u> Strengths Weaknesses Opportunities Threats</p> <p><u>What is each player's Market Concept?</u> Production Product Selling Marketing Social Marketing</p>	<p><u>What are the components of each player's Value Chain?</u> Direct Value Addition Indirect Value Addition</p> <p><u>What can be added via Value Networks?</u> 3rd party suppliers Competitors Who else?</p> <p><u>Who is in each player's Buying Center?</u> R&D Management Legal Finance Production Marketing Customer Service Shipping Who else?</p> <p><u>What is each player's Company Culture?</u> Risk Takers? Management by Objective? Entrepreneurial? Bureaucratic? Company Goals? What does company reward? Corporate Value Image? Ignighters for value image? What else?</p> <p><u>What are each player's Needs?</u> Personal: Fast Info, Design Help, Easy Maintenance, Recognition Company: Clear Info, Appropriate Design, User Friendly, Effective Solution</p> <p><u>What is "ideal" in the mind of consumer?</u> What else?</p>
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Who has Market Ownership?

Share of market?
Share of mind?
Share of heart?
Part of Evoked Set?
Investment to achieve it?

What is the Sales Channel?

Direct Sales
Industrial Distributors & Dealers
Original Equipment Manufacturers (OEMs)
Users/End Users (E/U)
Government Agencies
Institutions

What are each player's 4 P's?

Product
Price
Place (Form, Time, Place, Possession)
Promotion (Advertising, Personal Sales,
Public Relations, Sales
Promotions)

What is the Total Offering?

Core Product
Economic Utility
Design Assistance
Application Assistance
Service
Replacements
Value Image

What is the Market Structure?

Geography
Number of Sellers
Number of Buyers

What is the Product?

Raw Material
Component Part
Capitol Item
Supply
Service
Technical Complexity?
Customized?

What is Demand?

Derived From?
Elasticity?
Volatility?
Continuity?

Who are interested Publics?

Financial publics
Press
Public Interest Groups
Internal publics (employees)

What is the Competitive Environment?

Monopoly
Oligopoly
Differentiated Oligopoly
Pure Competition
Monopolistic Competition

What is the Purchase Type?

New task
Modified re-buy
Routine repurchase
Market Environment

What is each player's World View?

Market Environment?
Market Segmentation?
Customer Needs?
Company Goals?

