

**MUNI
ECON**

Business environment

BPH_ABEC - seminar

Task list

- Task 1 – Describe your company
- Task 2 – Find competition
- Task 3 – Describe customers
- Task 4 – Porters 5 forces
- Task 5 – Macro trends in the industry
- Task 6 – Create SWOT matrix

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Task 1 Describe your company

- Sector/industry & Product portfolio!
- Size
- Location & transportability
- Trans border capabilities (duties, customs, tariffs)

- Use your electronic device to describe one of:
 - Apple, Samsung, Škoda-auto, Inditex, Amazon, Microsoft, Coca-cola, Tesla

Task 2 Find competition

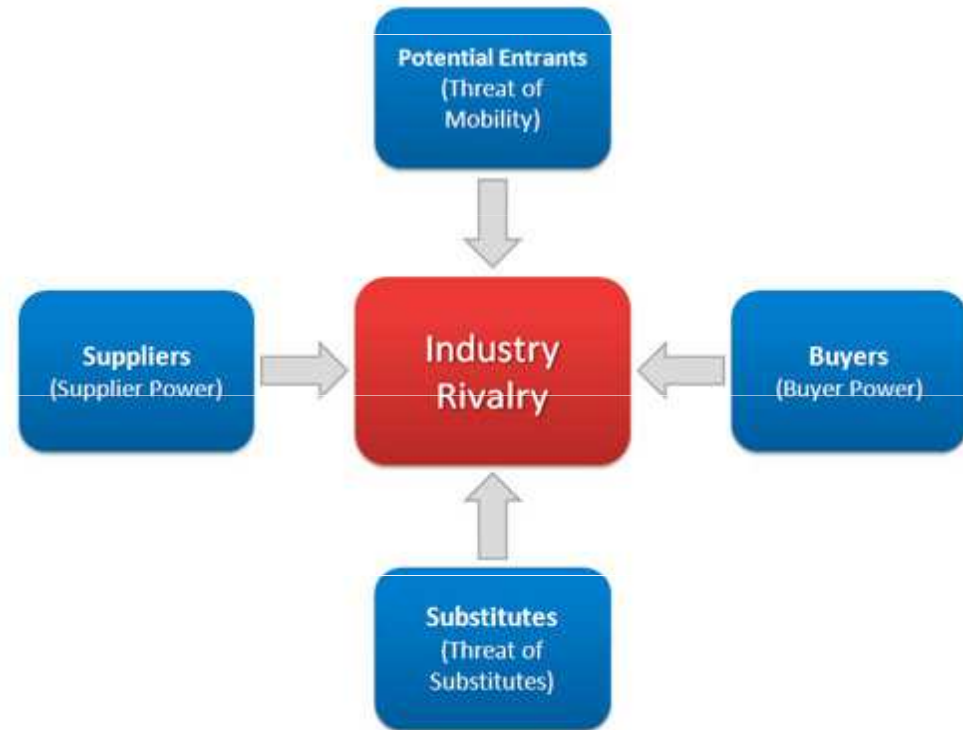
- Find direct and indirect competitors!
- Apple, Samsung, Škoda-auto, Inditex, Amazon, Microsoft, Coca-cola, Tesla, Pepsi

Task 3 Describe typical customer segments

- Who they are? Demographics – segments, targets, position!
- age, sex, income level, race, employment, location, homeownership, level of education.
- How they purchase? – (technology)
- What they purchase?

Task 4 Porters 5 forces

- Apple, Samsung, Škoda-auto, Inditex, Amazon, Microsoft, Coca-cola, Tesla, Pepsi



Task 5 Macro trends in the industry

- Describe macro trends in the industry and general environment
- Apple, Samsung, Škoda-auto, Inditex, Amazon, Microsoft, Coca-cola, Tesla, Pepsi
- PESTLE analysis

Task 6 SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats

Task 7 Sort SWOT matrix

Risk Management Matrix Showing Probability and Impact and High Low Risk

Risk Management Matrix		Impact				
		Negligible	Marginal	Moderate	Critical	Catastrophic
Probability	Almost Certain	Low Risk	Moderate Risk	High Risk	Extreme Risk	Extreme Risk
	Likely	Minimum Risk	Low Risk	Moderate Risk	High Risk	Extreme Risk
	Possible	Minimum Risk	Low Risk	Moderate Risk	High Risk	High Risk
	Unlikely	Minimum Risk	Low Risk	Low Risk	Moderate Risk	High Risk
	Rare	Minimum Risk	Minimum Risk	Low Risk	Moderate Risk	High Risk

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Task 8 Create strategies

- SO, WO, ST, WT

Task 9 Select achievable ones

- Financial analysis (will be in future lectures and seminars of this course)

Task 10 Create plan

- Planning – from course Management or Corporate economics

Task 11 Execute plan and control

– Praxis...