

Business Analysis

Business Idea Analysis: Strategy & Innovation Consulting Service for Big and Medium Brands

This document will provide a comprehensive analysis of the strategy and innovation consulting service proposed to big and medium brands in Israel. The proposed service includes providing bootcamps, innovation days, demo days with startups, and full view on brand needs to create better transformation and become relevant in the future.

1. Industry Insight

The strategy and innovation consulting industry in Israel is highly competitive and competitive advantages are hard to come by. As such, our proposed service should focus on providing a unique and differentiated service that is not already provided by consulting firms in the market.

2. SWOT Analysis

Strength

- Professionalism: Our team has the expertise, experience and skills to provide cutting-edge and strategic advice.
- Flexibility: We offer personalized services tailored to each customer's needs.

Weakness

- Limited target audience: We are targeting only large and medium brands in Israel which gives us a smaller potential customer base.

Opportunities

- Large and growing market: The industry for strategy and innovation consulting is large and growing with increased demand for new and creative solutions.

Threats

- Competition: There is a high degree of competition from established consulting firms in the market.

3. PESTEL Analysis

Political: The regulatory environment in Israel is generally business friendly, with the government taking a proactive approach to fostering innovation and providing support for startups.

Economic: The Israeli economy is strong and dynamic, with a focus on innovation and technology. This provides a supportive environment for the growth of our business.

Social: There is an increased demand for solutions to the challenges faced by businesses today, including the need for creative solutions to drive transformation and ensure relevance in the future.

Technological: Technology plays an increasingly important role in transforming businesses, and Israel has a strong track record in this area. This provides our business with an opportunity to leverage the latest technologies in order to provide innovative solutions to our clients.

Environmental: The Israeli government has implemented a range of initiatives to promote sustainability and green technologies, which provides an opportunity for our business to develop solutions in this area.

Legal: The regulatory environment in Israel is generally business friendly and supportive, which provides a supportive environment for our business.

4. Target Audience and User Stories

The target audience for our service are large and medium brands in Israel looking for creative

solutions to drive transformation and ensure relevance in the future.

User Story 1: As a brand manager, I want to find a consulting firm that can provide a customized solution to help me drive transformation and ensure relevance in the future.

User Story 2: As a business owner, I want to find a consulting firm that can provide innovative solutions that are tailored to my needs and help me stay ahead of the competition.

5. Suitable Business Strategies

Our business strategy should focus on providing a unique and differentiated service that is not currently offered in the market. We should leverage the latest technologies and develop innovative solutions that are tailored to each customer's needs.

We should focus on building strong relationships with our clients and provide high-quality services that exceed their expectations. This will help us to build a strong customer base and a positive reputation in the market.

6. Suitable Business Frameworks

The five-stage customer service model is an appropriate framework to use for our business. This model provides five stages that should be followed in order to successfully deliver customer service: 1) Greeting customers, 2) Understanding customer needs, 3) Providing solutions, 4) Following up, and 5) Evaluating customer satisfaction.

7. Requirements Analysis

Our customer service requirements should focus on understanding customer needs and providing tailored solutions that are tailored to their goals and objectives. We should also ensure that our solutions are delivered in a timely manner, and that customer satisfaction is evaluated and monitored regularly.

8. Additional Revenue Streams

We can explore additional revenue streams by expanding our target market to include small

and medium enterprises. We could also offer additional services, such as digital transformation and software development.

9. Marketing Strategy and Brand Awareness

Our marketing strategy should focus on building brand awareness in the target market. We should focus on increasing our visibility in the market and demonstrating our expertise and capabilities to our target audience.

We should leverage digital channels such as social media, search engine marketing, and content marketing to reach our target market. We should also leverage traditional channels, such as print media, radio, and television, to further increase our visibility.

10. Branding Suggestions with Slogans and 3

Tweets Examples

Brand slogan: “Driving Transformation and Relevance for the Future”

Example tweet 1: “We specialize in driving transformation and ensuring relevance for the future. Learn how our team can help you develop a winning strategy. #strategyandinnovation”

Example tweet 2: “Our expertise in creative solutions and innovative technologies can help you stay ahead of the competition. #strategyandinnovation”

Example tweet 3: “We offer personalized services tailored to your needs. Contact us for a free consultation today. #strategyandinnovation”

11. Recommended Marketing Platforms

We should leverage a range of digital platforms to reach our target market, including:

- Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn
- Search engine marketing platforms such as Google Ads and Bing Ads
- Content marketing platforms such as blogs and online articles

- Email marketing platforms
- Video marketing platforms such as YouTube and Vimeo

12. Game-changing Idea

One game-changing idea would be to develop a platform that allows customers to choose from a range of services and packages tailored to their unique needs. This would enable customers to easily choose the service they need and make it easier for us to tailor our services to each individual customer.

(Subtitle) More Insights and Analysis

Porter's Five Forces Analysis

Threat of New Entrants: The threat of new entrants is moderate as the market is competitive and there are entry barriers in terms of capital investment and expertise.

Threat of Substitutes: The threat of substitutes is low as there are no current substitutes for our proposed service.

Bargaining Power of Suppliers: The bargaining power of suppliers is low as we will be able to source the necessary expertise and resources from multiple suppliers.

Bargaining Power of Buyers: The bargaining power of buyers is moderate as there are a number of established competitors in the market.

Industry Rivalry: The industry rivalry is high due to the competitive nature of the market.

CATWOE Analysis

Customers: Large and medium brands in Israel looking for creative solutions to drive transformation and ensure relevance in the future.

Actors: Our team of experts, customers, and suppliers.

Transformation Process: Delivering creative solutions tailored to customer needs in order to drive transformation and ensure relevance in the future.

Worldview: Making sure that customers are equipped with the tools and resources they need to drive transformation and ensure relevance in the future.

Owner: Our business is owned by a team of experienced professionals.

Environmental Constraints: The regulatory environment in Israel is generally business friendly and supportive.