

Topics for discussion (meeting with A. Nessara Sep 5 – Sep 7, 2021)

1. Define market boundary (exact type of business, types of service products, competitors in the market, etc.).
2. Target customer (already set by entrepreneur or open for your group exploration)
3. Market structure, conduct and performance
 - 3.1 Market structure (number of sellers, consumers, barriers to entry, government intervention, similarities of service products in the market Please review the content from your microeconomics textbook)
 - 3.2 Conduct (Price and non-price strategy) such as
 - Price strategy (such as price discrimination degree 1, 2, 3 bundle, two part tariff, price leadership, etc. please review you microeconomics textbook)
 - Non-price strategy (such as product differentiation ---- vertical or horizontal differentiation)
 - 3.3 Performance (how the entrepreneur wants to measure performance)
4. Framework analysis (could be more than 1 frameworks) such as
 - 4.1 SWOT
 - Internal factors (firm can control) --- strength and weakness
 - External factors (firm cannot control) ----- opportunity and threat
 - 4.2 Marketing 4 Ps (actually link to conduct in 3.2)
 - 4.3 Porter's Five force models to evaluate overall competitive landscape of the particular business sector
 - 4.4 Project evaluation, feasibility analysis
 - 4.5 Or other frameworks that the entrepreneur might recommend you
- 5 Preferred primary research methods (such as survey, interview, focus group etc.)