

Entrepreneurship management Lecture 4

The Point of Pain: A Direct Solution

<http://kck.st/LEbznj>

What is Your Opportunity for the Pizza Business?

Customer Points of Pain

Pizza Arrives Late

Pizza Arrives Cold

Phone Takes too Long to be Answered

Order Taken is Incomprehensible

Pizza Tastes of the Packaging

Owner Challenges

What is Your Opportunity for the Pizza Business?

Customer Points of Pain

Pizza Arrives Late

Pizza Arrives Cold

Phone Takes Forever to be Answered

Order Taken is Incomprehensible

Pizza Tastes of the Packaging

Challenges

Location is Bad, Rent is High

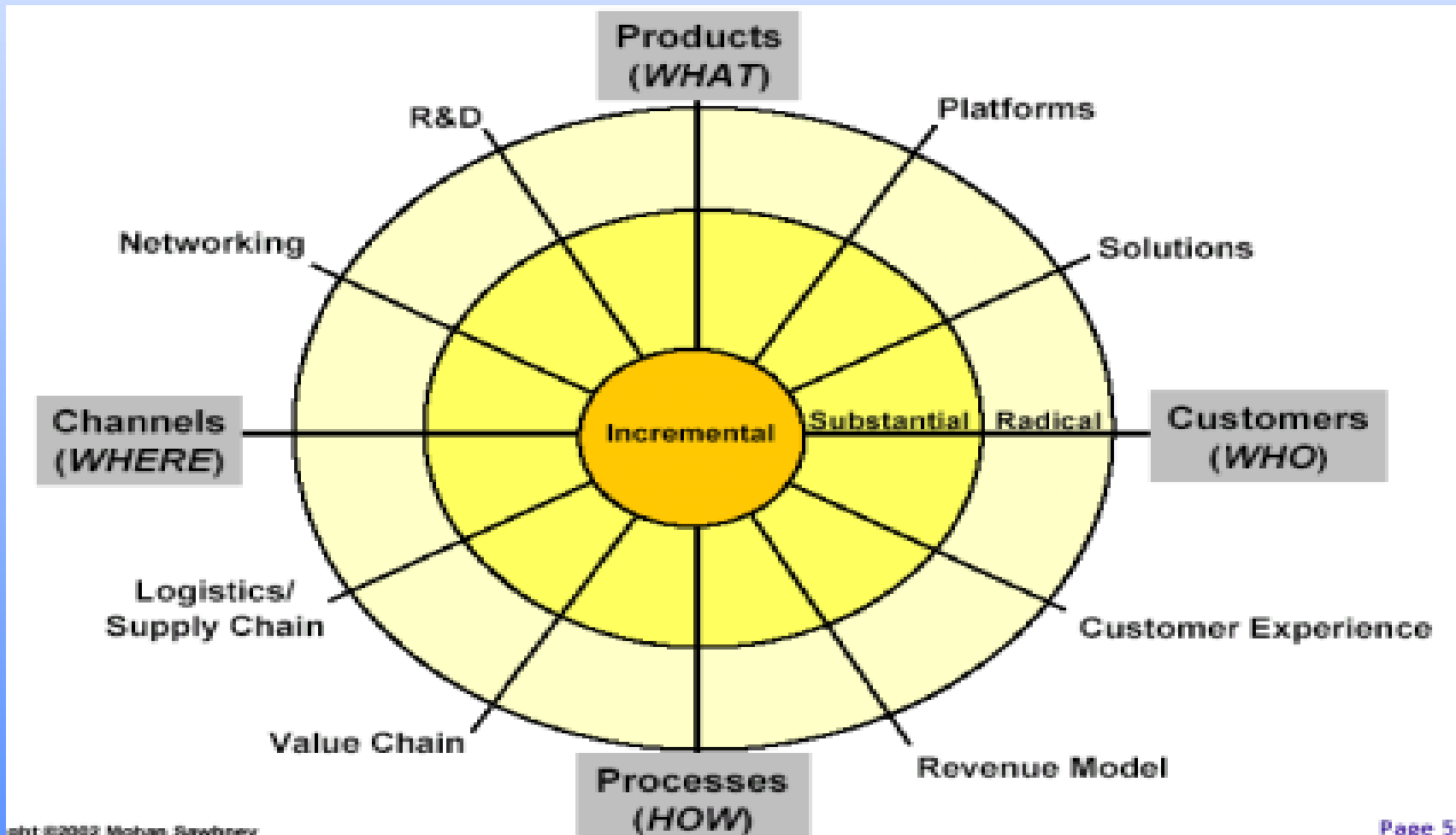
Bad Management

Labour is Expensive & Unreliable

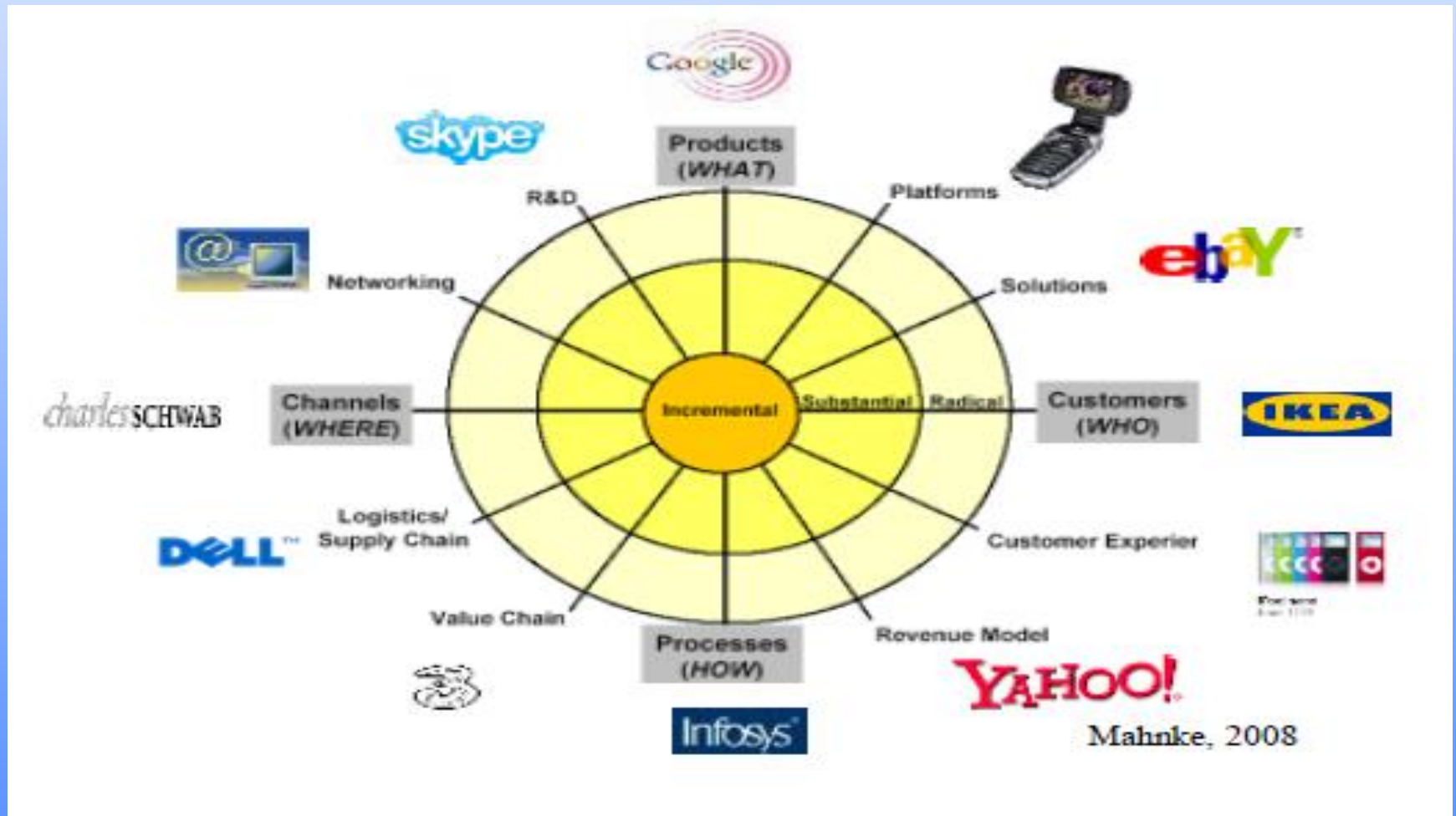
It is Difficult to Schedule Baking with Deliveries

Packaging is Made with Low Quality of Paper

Locating a Business Idea



Searching for Business Opportunity in a 360 Degree Space



Locating Business Ideas

- **Products:** Create Entirely New Products or New Services
- **Solutions:** Solve “End-to-end” Problems for Customers
- **Customers:** Find New Customer Segments or Unmet Needs
- **Customer Experience:** Change How Customers Interact With You
- **Revenue Model:** Change How You Get Paid
- **Processes:** Innovate on Operating Processes
- **Value Chain:** Change Position or Scope of Participation
- **Logistics/Supply Chain:** Change the Way You Source & Ship
- **Channels:** Change How you Go To Market with your Products
- **R&D:** Create New Technologies, Materials, Products or Processes

There are Other Techniques to Screen Your Idea....

How can we evaluate the opportunity? Screening

Quick Screen

- Market & margin
- Competitive advantage
- Value Creation & realisation
- Overall potential



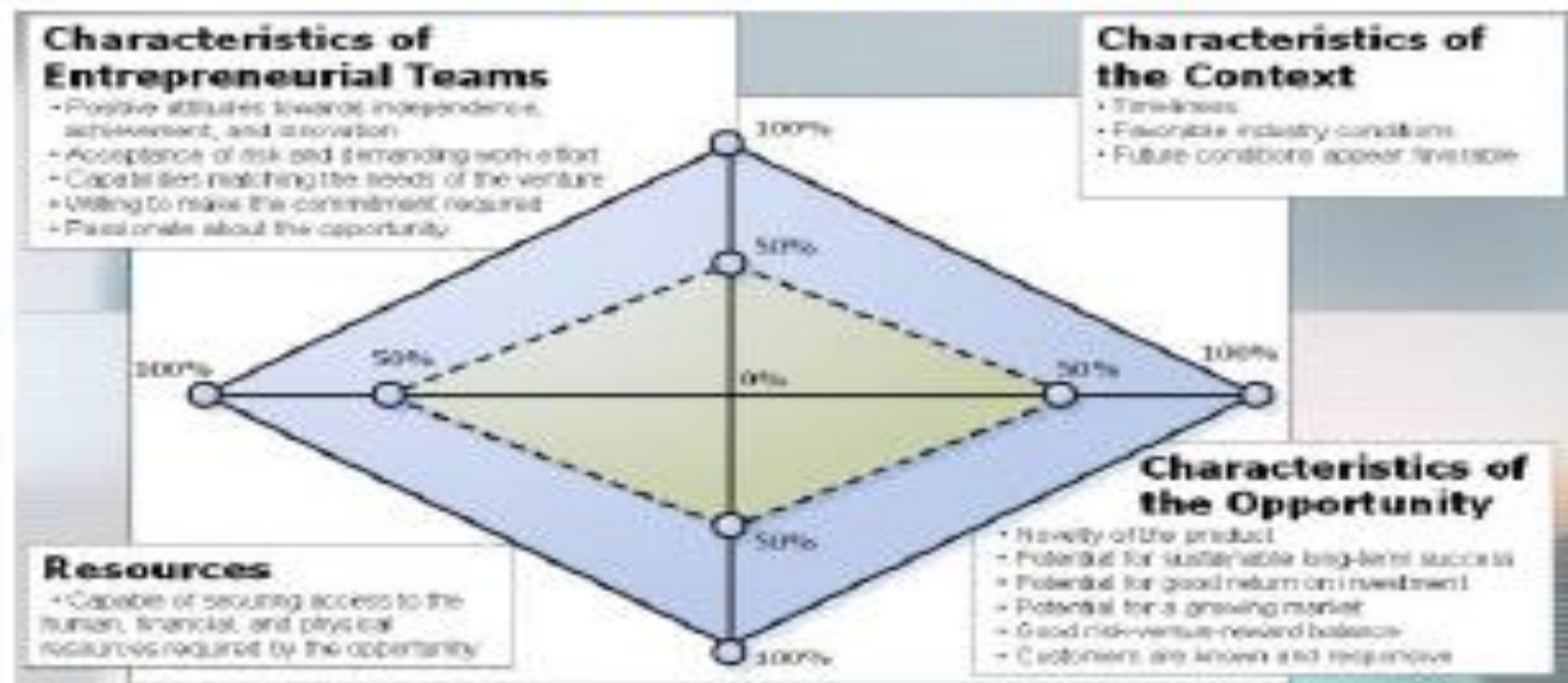
Even quicker screen!

- Industry & market
- Economics
- Harvest Issues
- Competitive Advantage Issues
- Management Team
- Fatal Flaws
- Personal Criteria
- Strategy differentiation

Screening

- Systematic approach but avoid the paralysis with analysis approach.
- Should screening be the same for every business or change depending on the context?- Service company's think that ideas should be generated as required rather than an ongoing basis but still use financial, marketing, management, strategy and resource implications (Kelley & Storey 1999)
- Hard and fast rules presented by writers.

Evaluation of business opportunities



Technology Venture, Dorf and Byers, 2008

Case Studies of Successful Businesses

- <http://www.growingbusiness.co.uk/ones-to-watch?page=6>



- <https://www.nationalfield.com/>

True Entrepreneurial, Creative & Innovative Acts

- Dare To Dream!!!
- Be Creative... Do Things Which Others Refuse! No Compromise Between Dream & Capabilities
- The New Ones Can Start from the Forgotten Old Ones Stop & Look Around

Don't Limit Yourself



Additional Resources.....

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- Hisrich, R.D., Peters, M.P., Shepherd, D.A. (2005) *Entrepreneurship*, 6th Edition, USA: McGraw Hill Irwin.
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- Porter & Kramer (2011) *Creating shared Value* HBR Jan/Feb 2011
- Stewart, Anne (2011) *Where do great ideas come from?* *Inc magazine* [online] available from http://www.inc.com/magazine/20021015/24773_pagen_3.html accessed 21 January 2011
- Stokes, D., Wilson, N., (2006) *Small Business Management & Entrepreneurship*. Ch4, pp100– 139 Thomson Learning.
- Throsby, D. (2001) *Economics and Culture*. Cambridge: Cambridge University Press
- Timmons, Jeffrey A & Spinelli, Stephen (2007) *New Venture Creation* McGrawHill. ch 3 & 4
- WEBSITES ACCESSED.....
- <http://www.sie.ac.uk/60secondshorts/videos.php>
- <http://www.creax.com/csa/frame.asp?session=zero>

Reading

Fillis, I. (2002) An Andalusian Dog or a Rising Star? Creativity and the Marketing/Entrepreneurship Interface. *Journal of Marketing Research*, 18(1), 379-395.

Bygrave, W.D. (1989) The entrepreneurship paradigm (1): a philosophical look at its research methodologies, *Entrepreneurship Theory and Practice*, 14(1), 1-26.