

DTU Course 42435

Knowledge based Entrepreneurship

MARKET ANALYSIS

Video 07A

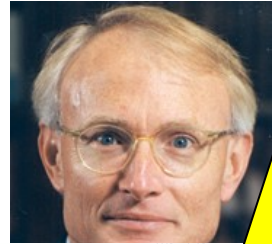
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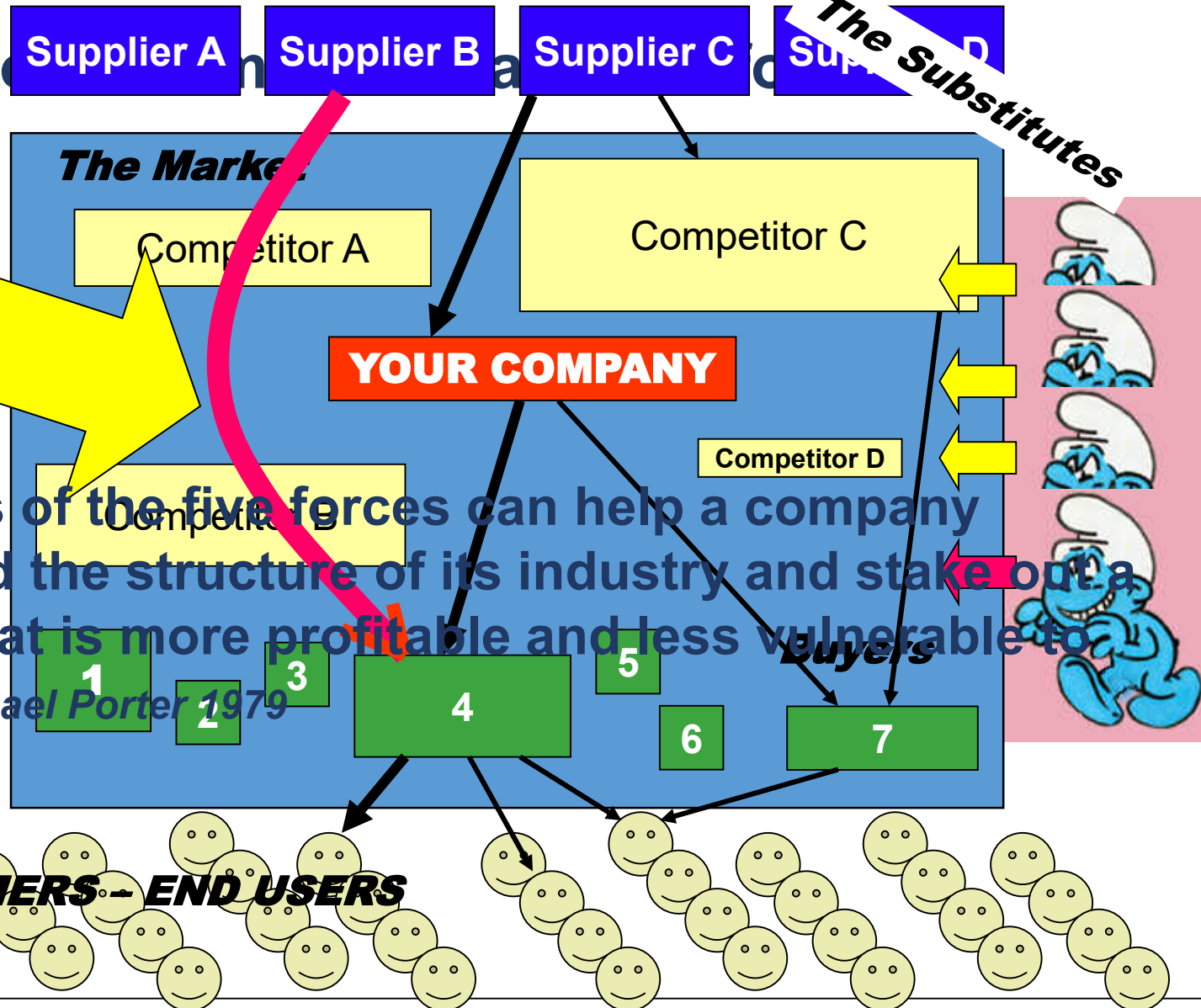
AGENDA

- **Michael Porter's Five Forces (MP5F)** **A**
- **The Value chain** **A**
- **Market Response to Innovation** **B**
- **Checklist for Market Analysis** **B**

Michael Porter



Awareness of the five forces can help a company understand the structure of its industry and stake out a position that is more profitable and less vulnerable to attack - Michael Porter 1979

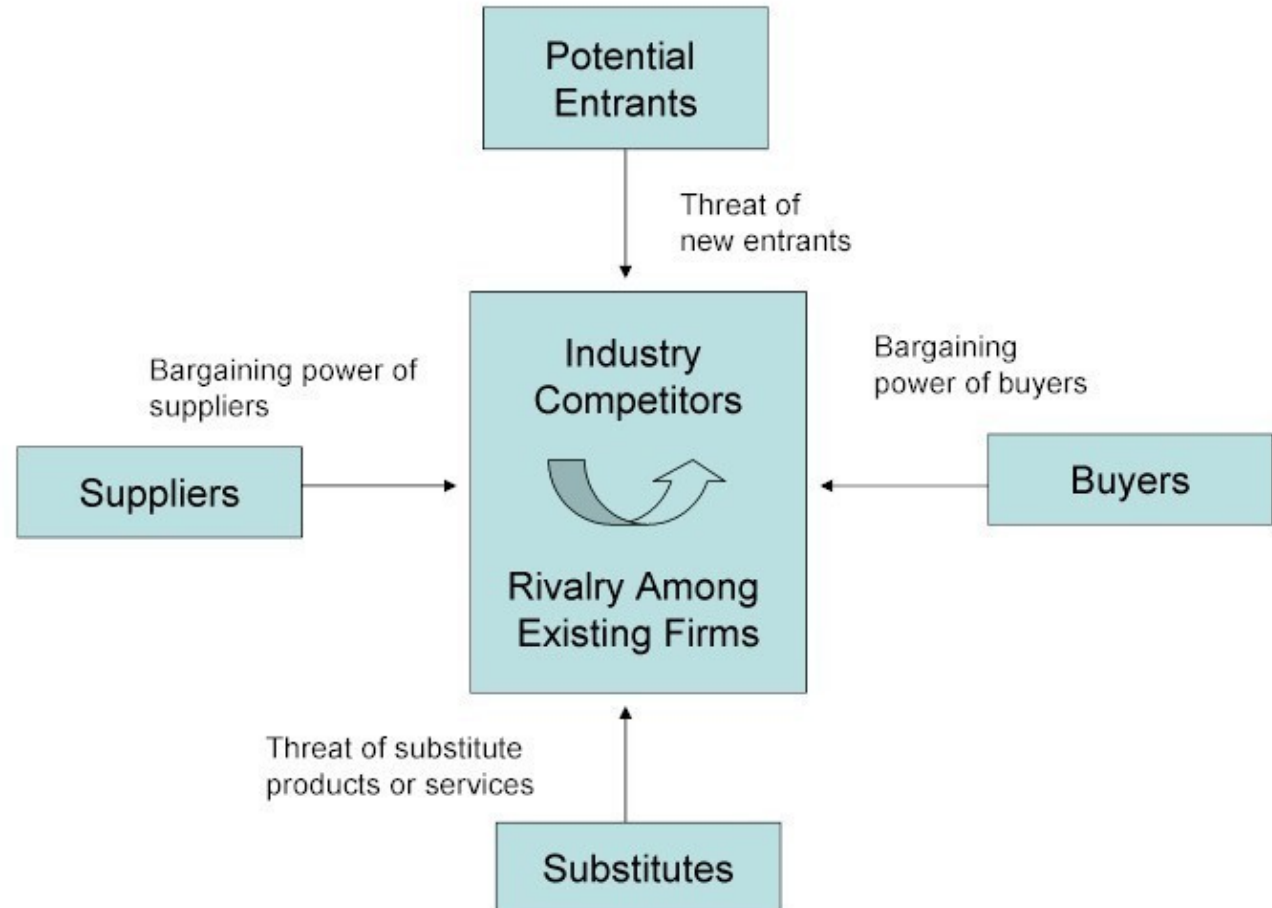


The Intruder

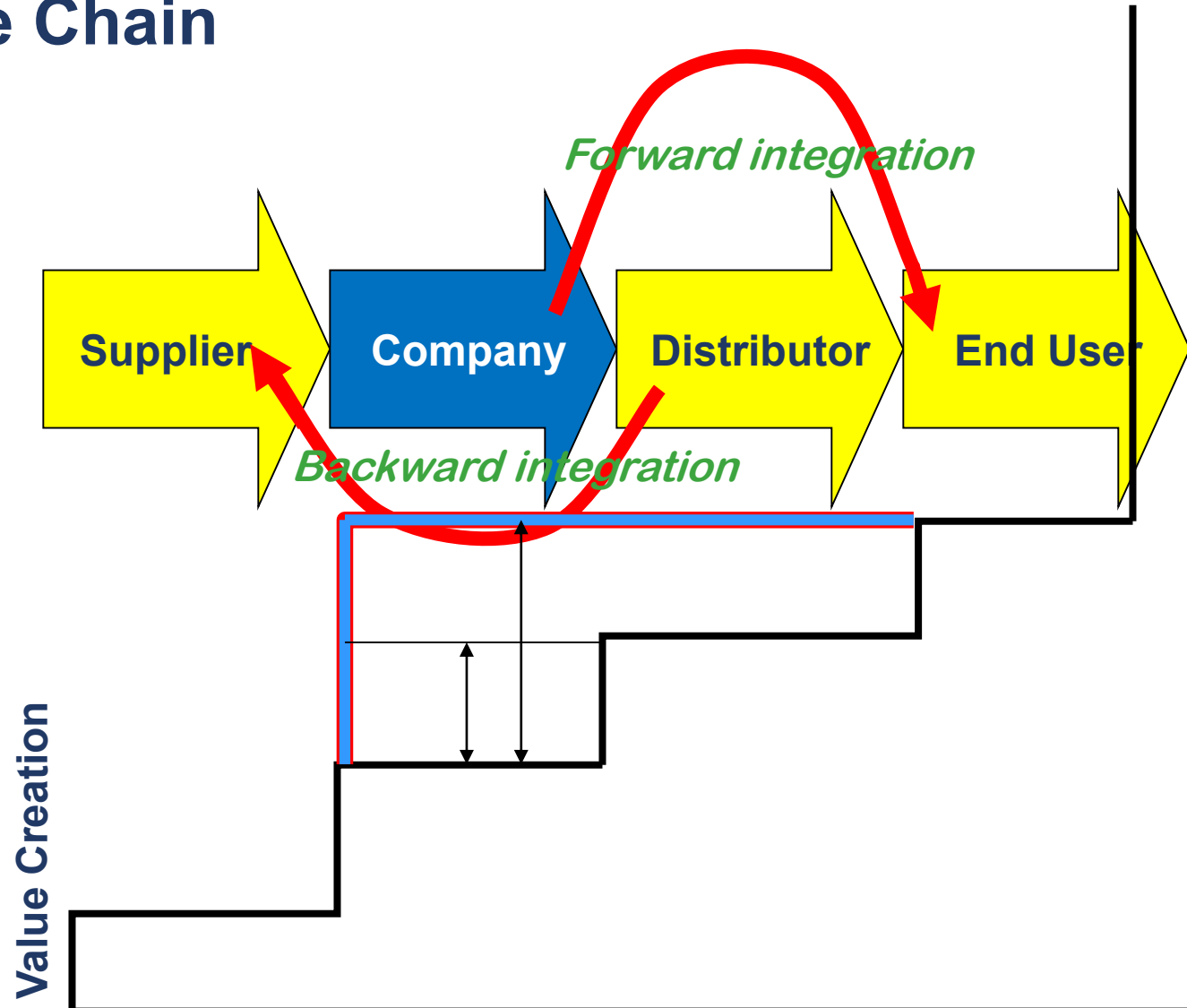
CUSTOMERS - END USERS

Michael Porter's **Five Forces:**

1. Supplier Power
2. Buyer Power
3. Competitive Rivalry
4. Threat of Substitution
5. Threat of New Entry

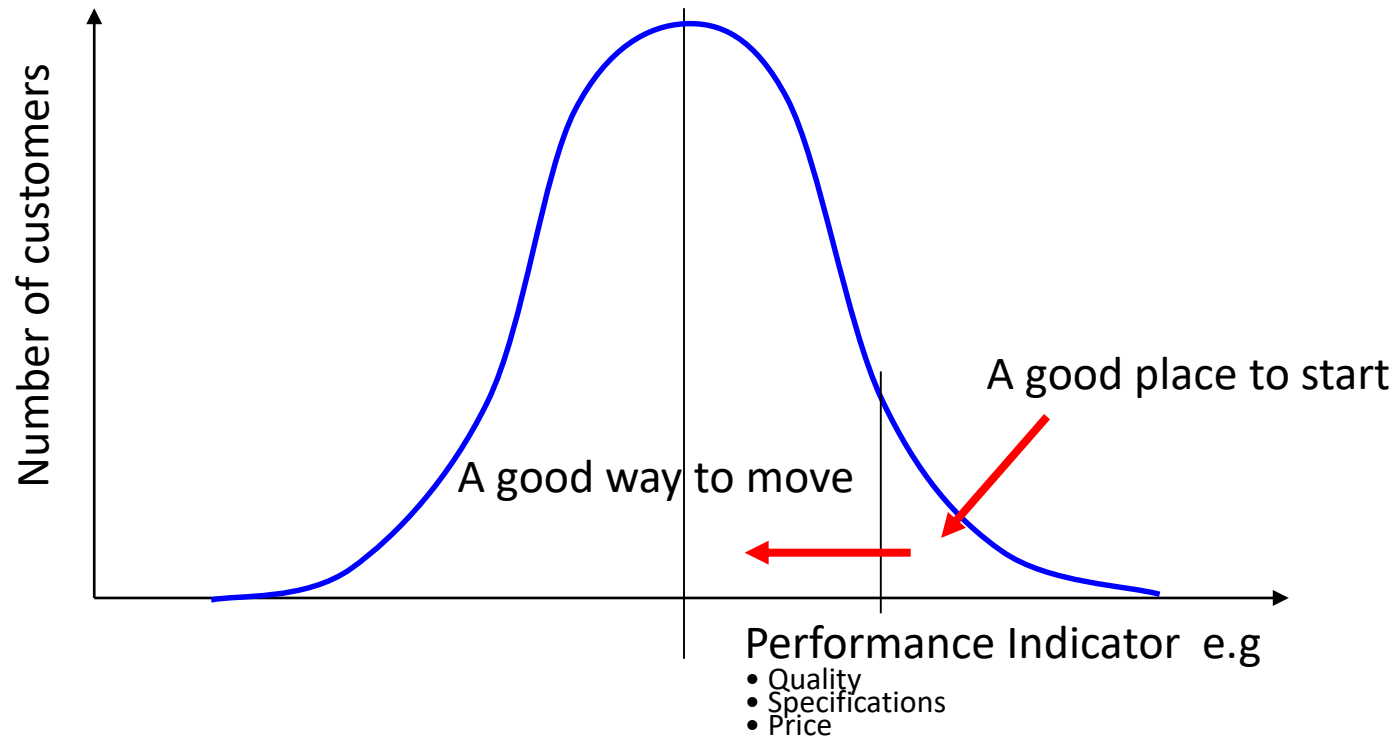


The Value Chain



The Niching Strategy

Customer Compliance Distribution
Well established company



Start-up Strategies

- **Competition: what is important?**
- **Where are your niches**
- **What strategies will work for you?**
 - The sleeping Lion
 - Riding the Tiger
 - The Trojan Horse
 - Let Mr. BIG lead you by the hand
 - Numskull Jack (Klods Hans)
 - The moving Target

TEA TIME