

Chapter I: Meaning of Entrepreneurship

Digital Entrepreneurship

VOCAB

Digital, Entrepreneur, entrepreneurship, startup, shareholder, market segmentation, market target, market positioning, product life cycle, SWOT, business Plan, marketing plan, incubation, eco system, scale up, disruptive technology, sustainability, crowd funding, digital marketing, competitors, social media, branding, vision, mission, demand and supply, profit and loss

Entrepreneurship is an important engine of growth in the economy. Entrepreneurship is the capacity and willingness to formulate, organize and manage a business venture along with anyone its risks to make a profit. Valuable example of entrepreneurship is the starting of new businesses. Entrepreneurship could be the process of starting a small business, typically a startup company offering an innovative product, process or maybe service. The entrepreneur perceives the opportunity and often displays biases in taking choosing one to exploit an opportunity.

Entrepreneur

Meaning of entrepreneur

- An entrepreneur is a person who has already started or is in the process of starting an enterprise.

Definition

- Joseph Schumpeter
"Entrepreneur is an innovator who brings economic development through new combinations of factors of production".

Successful Entrepreneurs Characteristics

Innovative

Knowledgeable

Open-Minded

**Street
Smart**

Ambitious

Intuitive

Flexible

Passionate

Hungry

Perceptive

Risk Taker

**Good
Management
Skills**

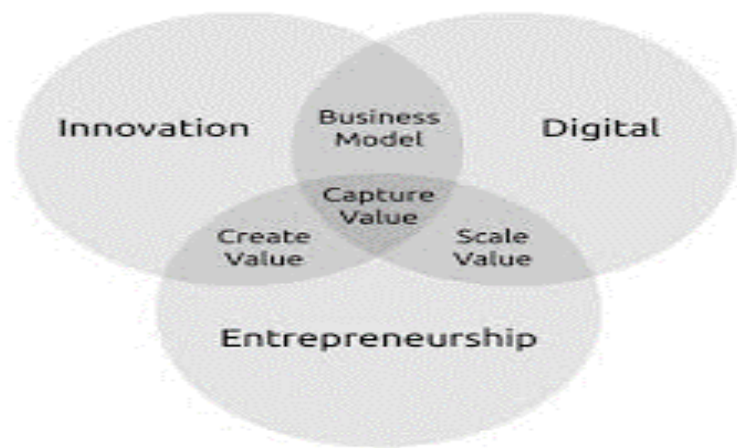
Resilient

Keep Up-to-Date

Enthusiastic



Chapter II: Startups



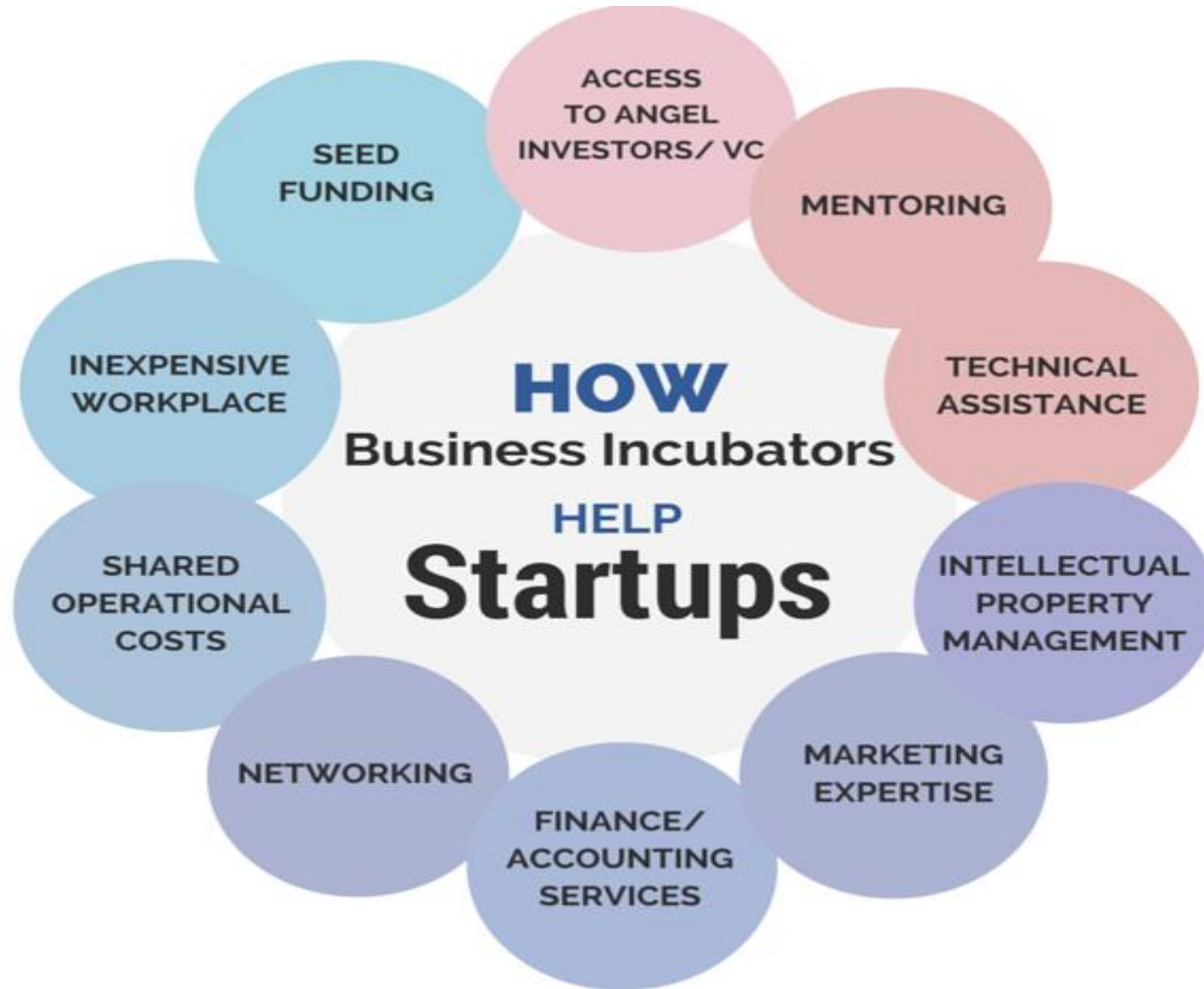
A startup is a venture that is initiated by its founders around an idea or a problem with a potential for significant business opportunity and impact with a search of an idea or a meaningful problem worth solving and building a committed founding team aligned with shared vision to make that vision into reality.

Aim of the initial founder(s) is to establish a committed co-founder team with necessary skills and abilities to be able to validate the initial problem/solution fit and product/market fit, before scaling it to significant company and self sustained business.

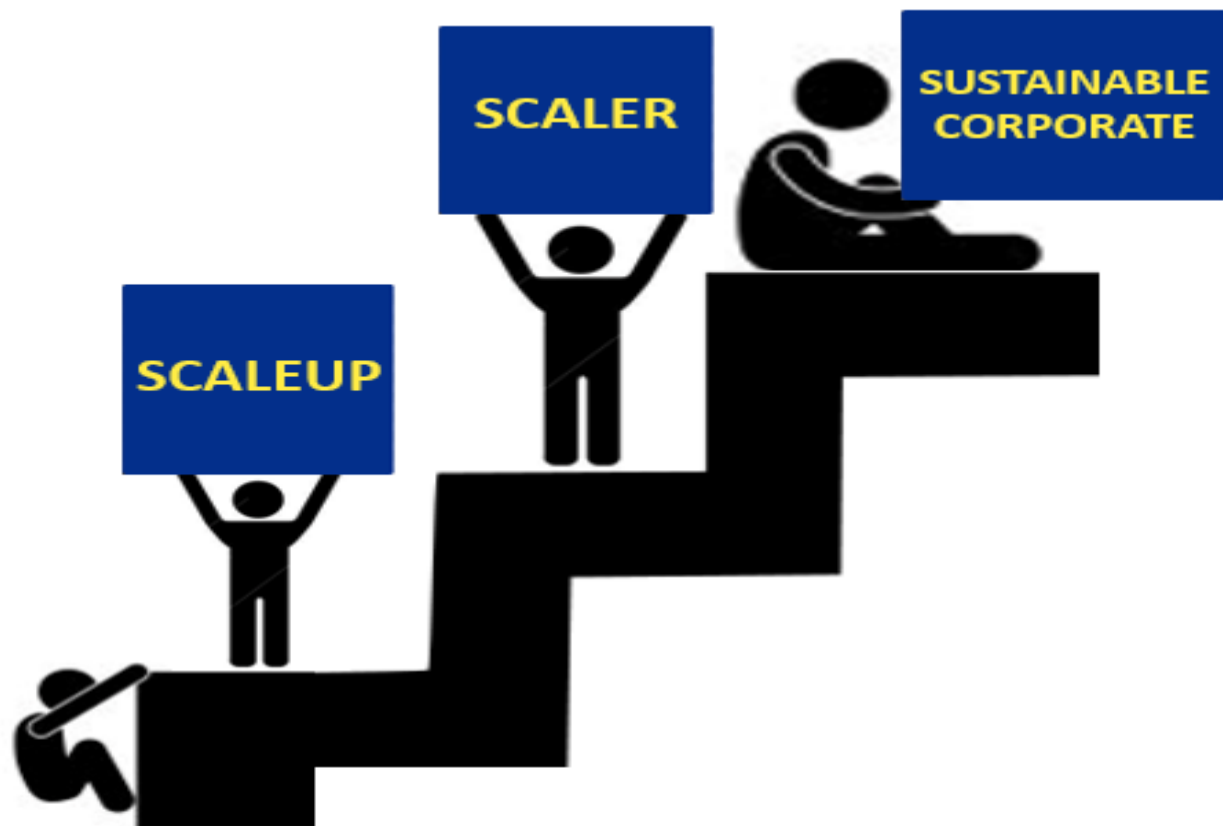
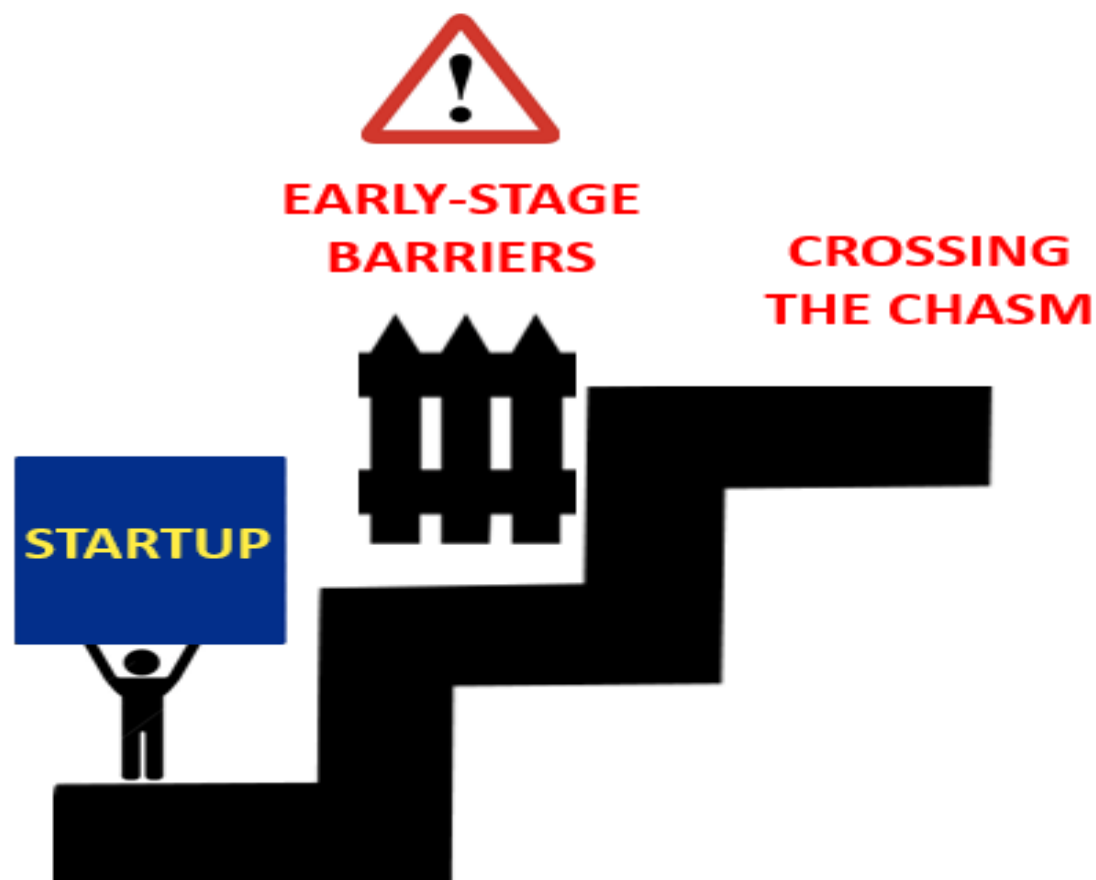
So in addition to **innovation process** itself, **from idea to value generating product and business model**, startups also need to have a **strong and committed founding team** and develop both of these together into a **real growing business and organization** that captures the value being created as a **great company.**

A great company is a self sustaining entity that is no longer dependent on any single individual or other organization, where all necessary knowledge, values, strategies, IPR etc. are permanently embedded to its existence in a way that it can continue to operate, improve and build value for customers, shareholders and other key stakeholders, while remaining financially stable by the value of solutions and products it creates.





From Startups to Scaleups



We define a **scaleup** as a development-stage business, specific to high-technology markets, that is looking to grow in terms of market access, revenues, and number of employees, adding value by identifying and realizing win-win opportunities for collaboration with established companies. As with any capital-intensive company, the financing goal for a scaleup is to reward its investors, either by being acquired via an M&A or via an IPO.

STARTUP

CHALLENGE:
SEARCHING FOR A
SCALABLE
BUSINESS MODEL



SCALEUP

CHALLENGE:
EXPONENTIAL
GROWTH & MARKET
DEVELOPMENT



SCALER

CHALLENGE:
SUSTAIN MARKET
LEADERSHIP &
GROWTH





Disruptive technology is an **innovation** that significantly alters the way that consumers, industries, or businesses operate. A **disruptive technology** sweeps away the systems or habits it replaces because it has attributes that are recognizably superior. Recent disruptive technology examples include e-commerce, online news sites, ride-sharing apps, and GPS systems.

In their own times, the automobile, electricity service, and television were disruptive technologies.

Homework and Assignments

- Please prepare your presentation about success of startup company in the world
- Those who haven't presented, pls submit your clips thru my private LINE.

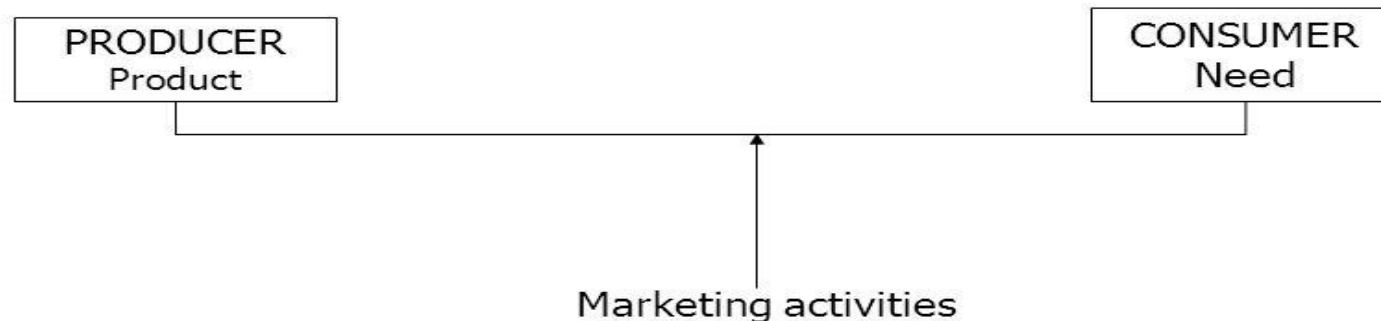
Chapter III: Meaning of Marketing



Marketing

The Meaning of Marketing

Marketing is the performance of business activities that directs the flow of goods and services from producer to consumer or user



What is Marketing?



Marketing covers many areas



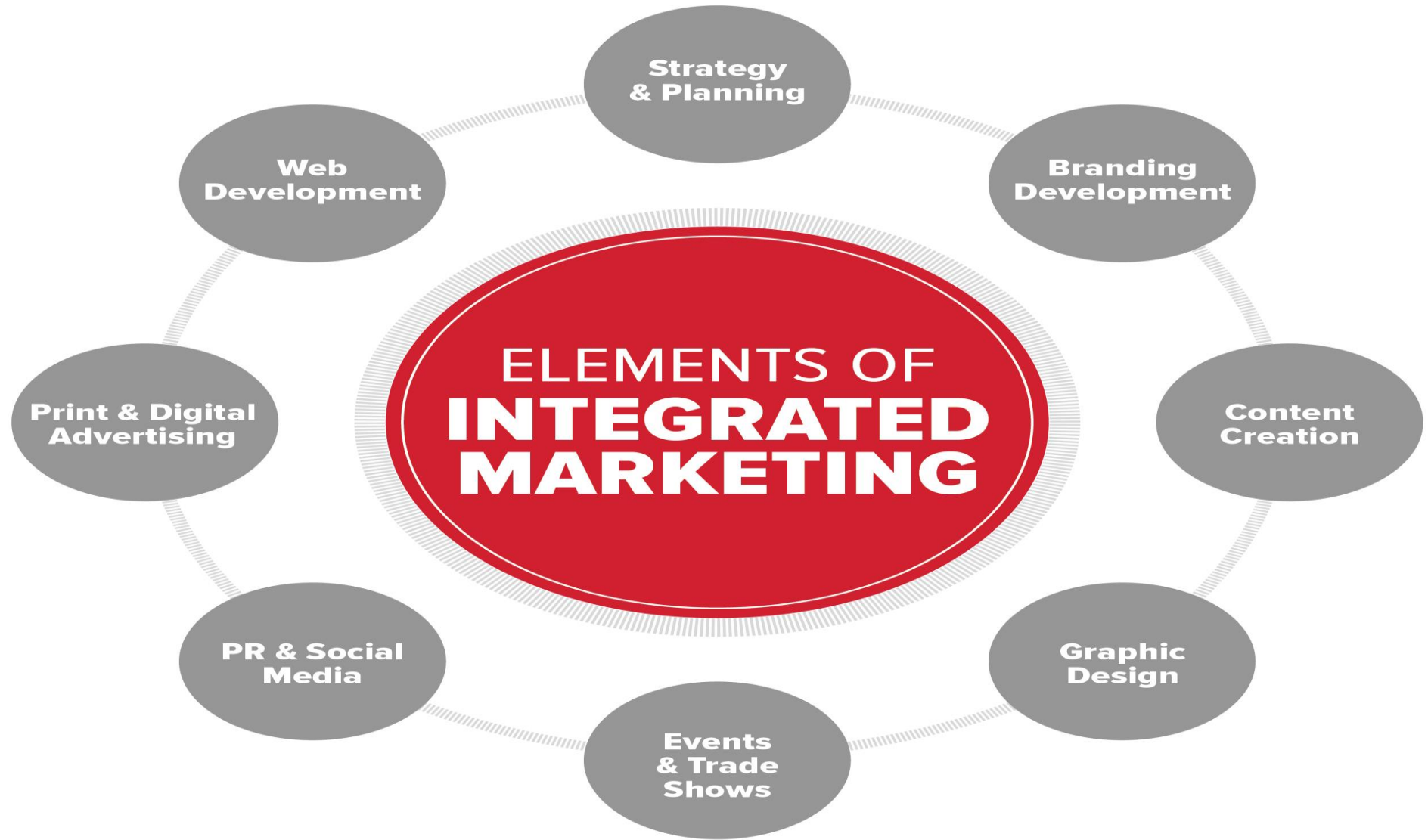
Marketing Mix



What is Integrated Marketing?



Unifying traditional and non-traditional marketing channels and applying consistent branding, messaging and strategies and using cross-channel promotions so channels reinforce and strengthen each other.



Homework and Assignments

1. Why entertainment business including movies and singers has been successful in the global market in recent years? Explain at least one page
2. What are marketing strategies of Starbucks? Explain at least one page

Chapter IV: STP

Market Segmentation, Target and Positioning



The STP Process



MEANING OF MARKET SEGMENTATION

- Segmentation is a **Marketing Strategy** which involve dividing a **broad target market** into subset of **Consumers, Businesses or countries** who have **common needs, interests and priorities** and then designing and implementing strategies to target them.



Market Segmentation



Geographics

Country
City
Density
Language
Climate
Area
Population



Demographics

Age
Gender
Income
Education
Social Status
Family
Life Stage
Occupation



Psychographics

Lifestyle
AIO: Activity,
Interest, Opinion
Concerns
Personality
Values
Attitudes



Behavioral

Benefits Sought
Purchase
Usage
Intent
Occasion
Buyer Stage
User Status
Life Cycle Stage
Engagement

We have learnt in the section Market Segmentation that a company cannot serve all consumers in the total market. Their variety and that of their needs is simply too large. Therefore, we have segmented the market, by dividing it up into small segments. Now, we should target those segments we can serve most efficiently and effectively: Market Targeting. This is the second step of setting up a marketing strategy.

Target Market

"A 'Target Market' is the marketplace for a particular product or service comprising of existing customers, prospects and suspects who either use (or enjoy) or will use (or enjoy) a particular product (or service). This marketplace can be a certain area, region, state, country etc."



Evaluating Market Segments

Selecting Target Market Segments and the Targeting Strategy

Positioning

- ▶ Positioning is defined as the process of establishing and maintaining a distinctive place in the market for an organisation and/or its products/services offerings. This is the creating of a distinct place in the minds of a customer, or the perception of a customer w.r.t. other companies or their products/services.
- ▶ Differentiation is defined as a company seeking to serve and creation of a different advantage or a competitive edge, that will enable the firm to serve the target market more effectively than the competitor.



Low price	High price
Basic quality	High quality
Low volume	High volume
Necessity	Luxury
Light	Heavy
Simple	Complex
Unhealthy	Healthy
Low-tech	Hi-tech

MARKETING

Segmentation



Targeting

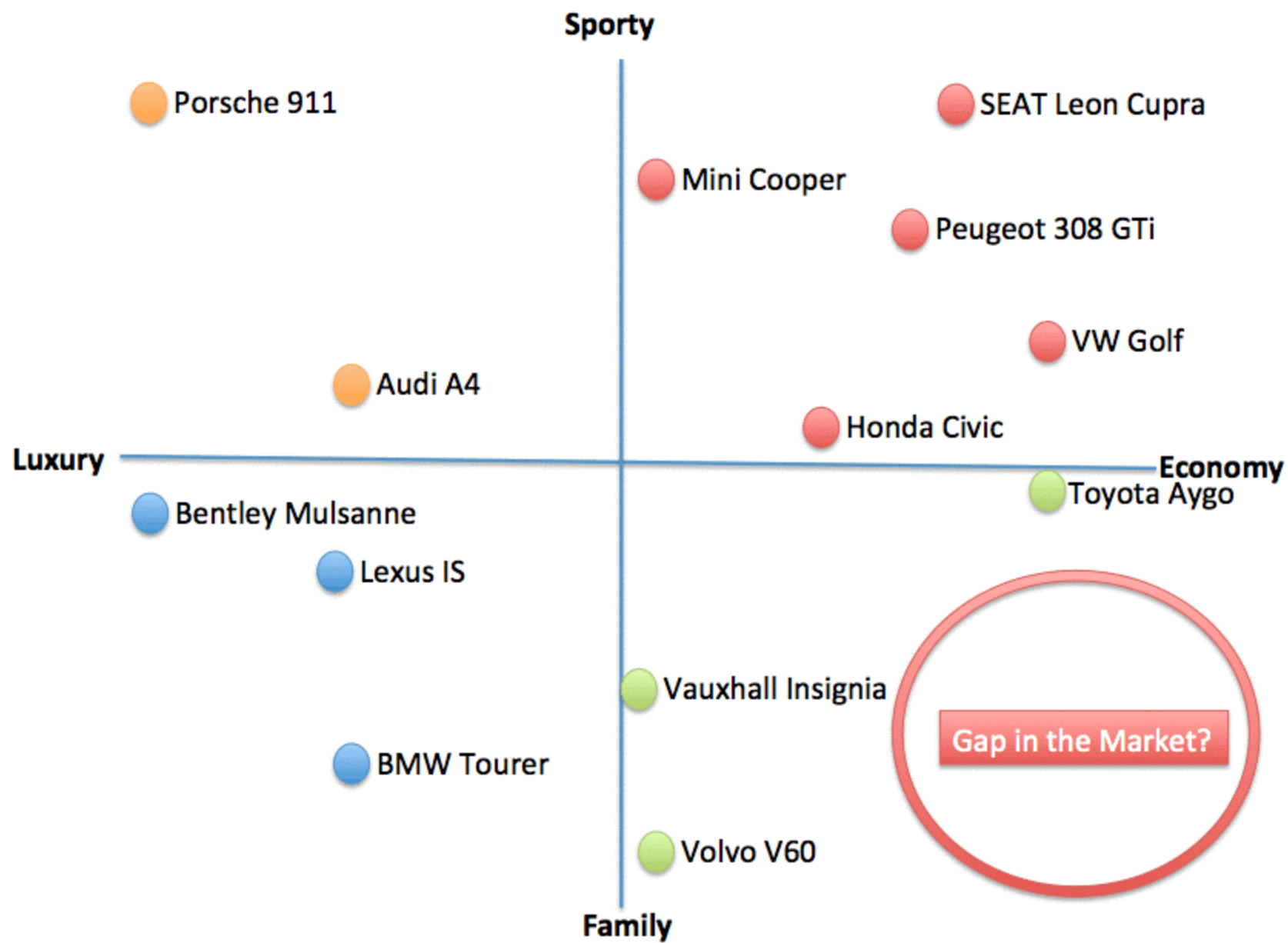


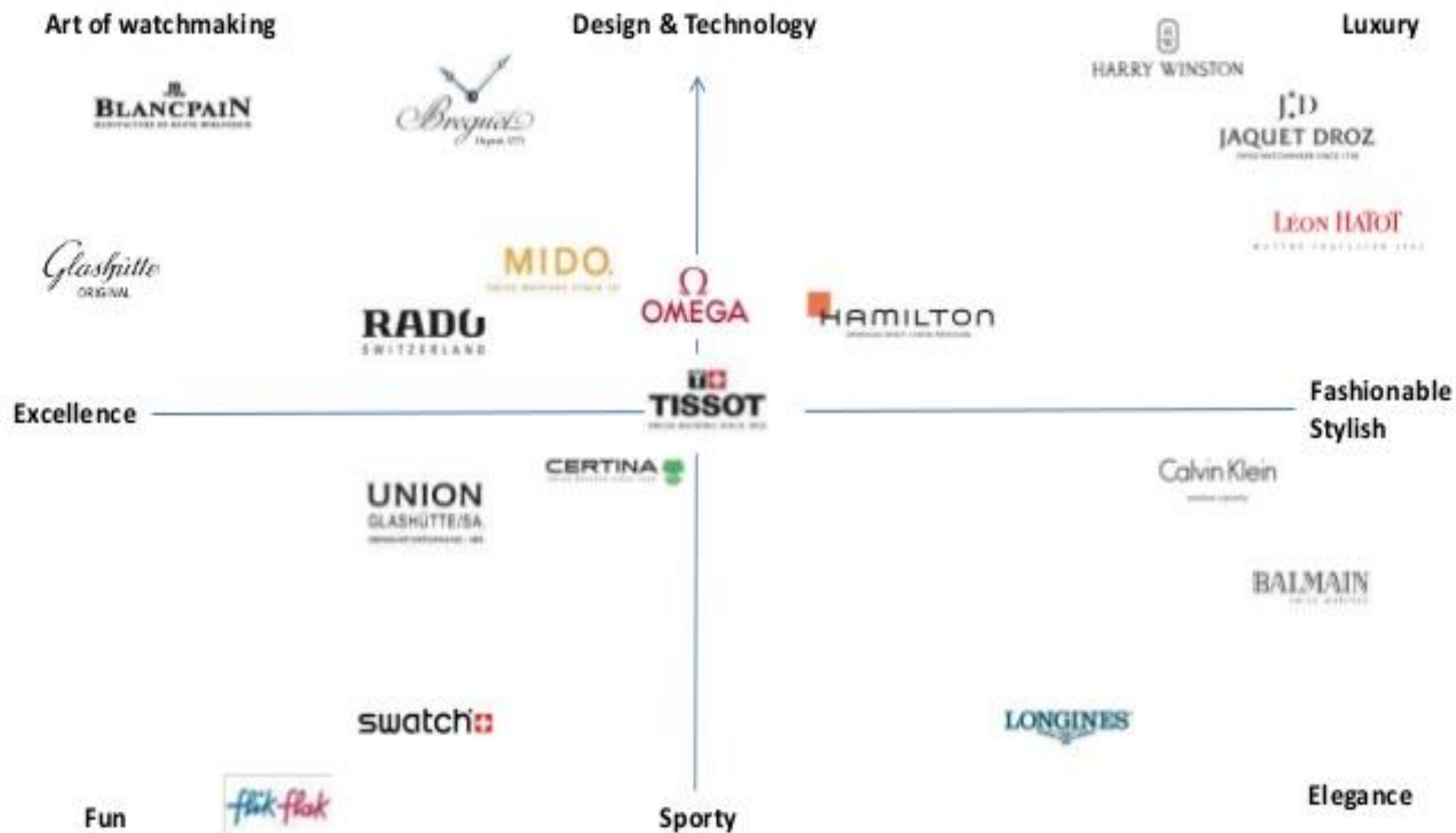
Approaching

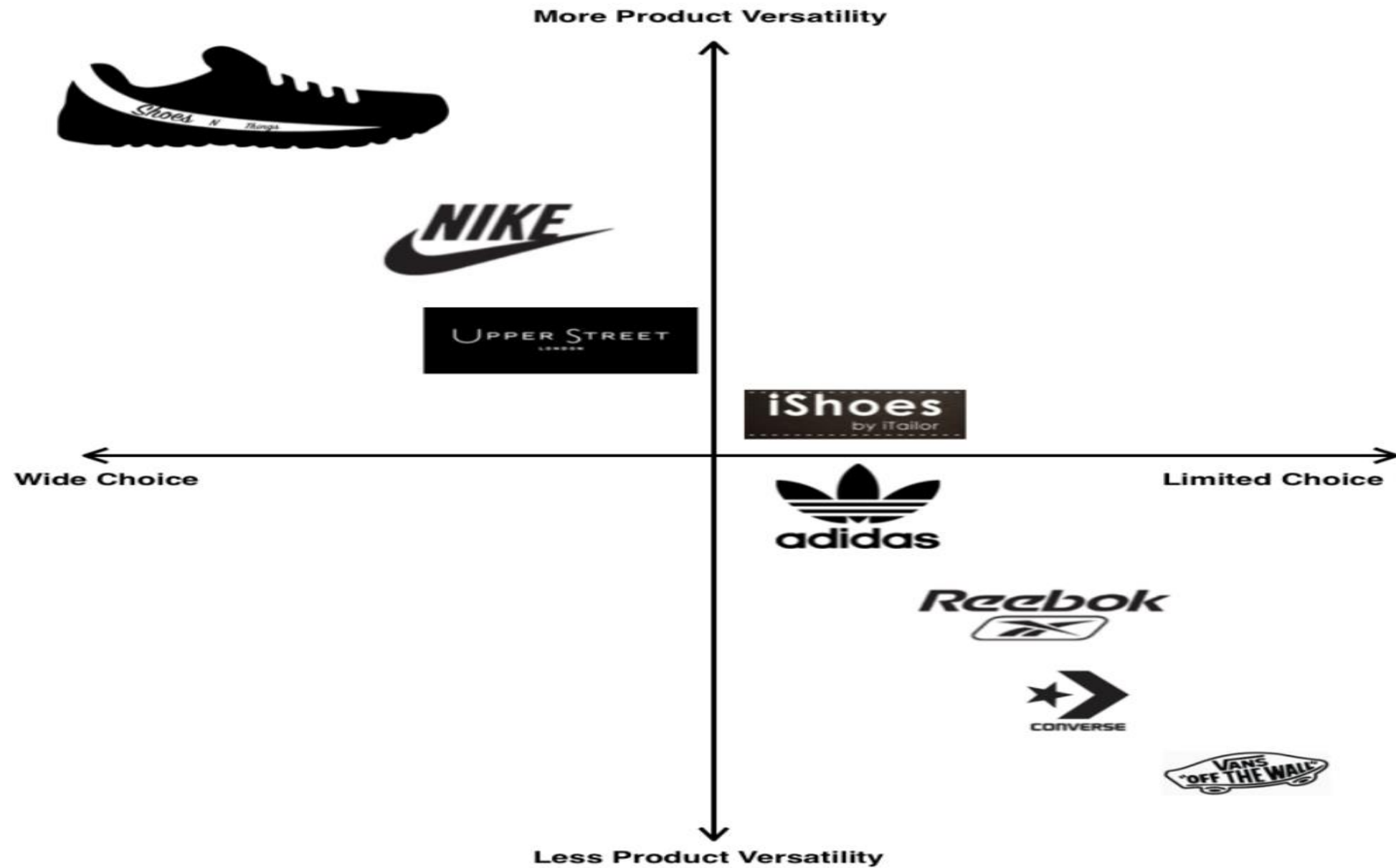


Positioning











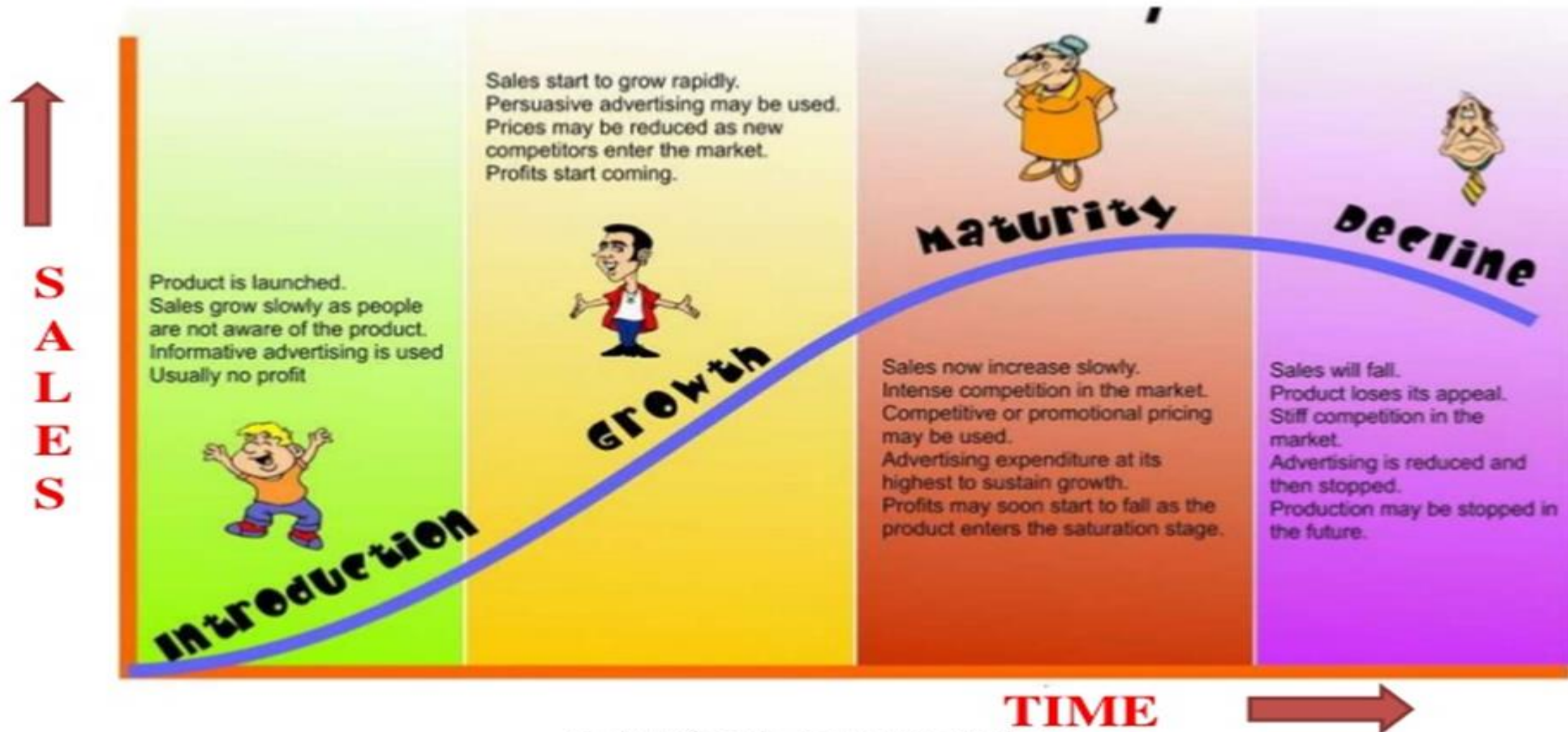
Homework and Assignments

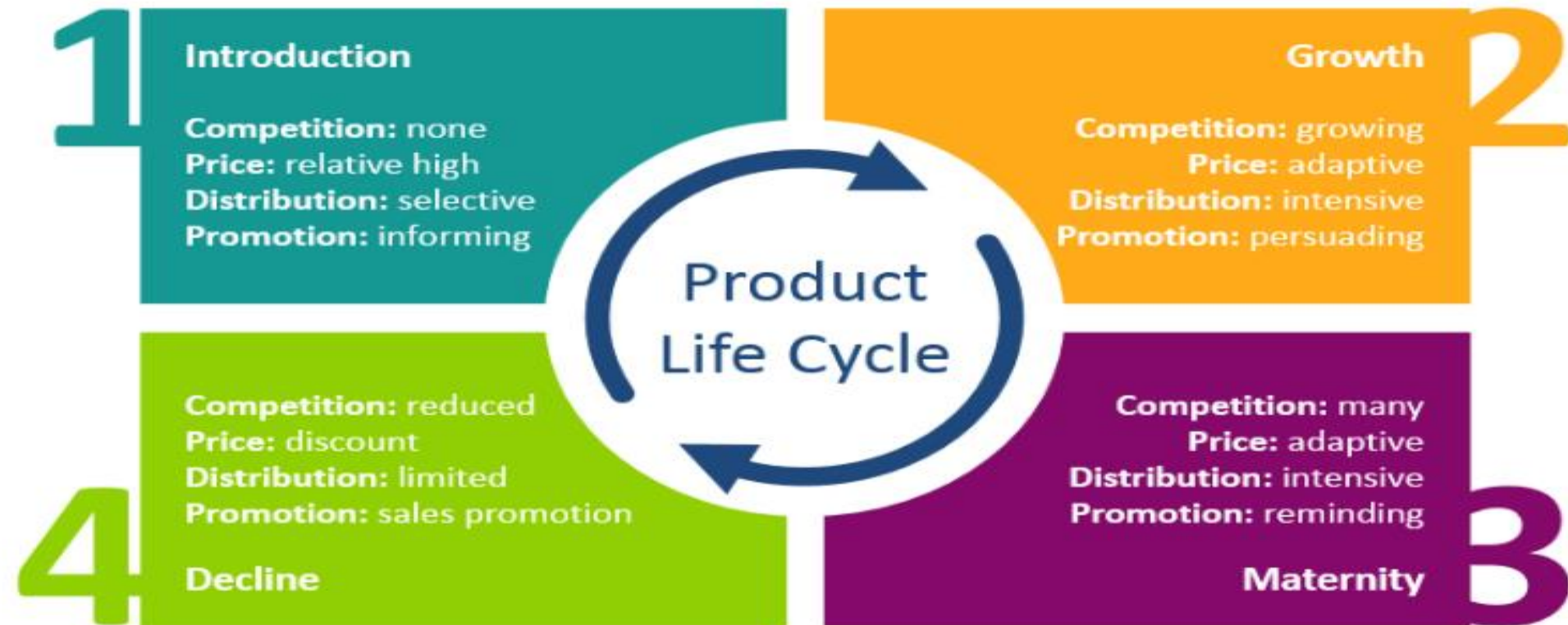
What is STP of H&M, UNIGLO and Channel?

What is STP of Automobiles including BENZ, PORCHE, TOYOTA,

Chapter V: Product Life Cycle

PRODUCT LIFE CYCLE





Homework and Assignments

Explain product life cycle of Japanese animation by reading history of Japanese animation from website

Chapter VI:

Industry/company Analysis

SWOT Analysis

Definition

- The SWOT analysis helps organizations assess issues inside and outside the organization.
- The SWOT analysis, made up of an assessment of strengths, weaknesses, opportunities and threats
- SWOT analysis determines what may assist the firm in accomplishing its objectives, and what obstacles must be overcome or minimized to achieve desired results.

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attribute of the organization)	S Strengths	W Weaknesses
External origin (attribute of the environment)	O Opportunities	T Threats

SWOT Analysis Disney

Strengths

- Company history & brand
- Loyal audience: Global Target audience: kids & family
- They have a *Disney Movie Rewards* system
- Disney has a presence on every social media platform
- Watch Disney, Pixar, Marvel, etc. movies across multiple devices Over 420 movies
- Parental control allows parent to control what rated movies their child can watch
- App can link to iTunes account

Opportunities

- Cancelling third party viewing for online streaming
- First online streaming studio production coming straight from the source
- Integrating Disney store
- Incentives for using Disney Movie app
- Disney movie rewards to engage audience

Weaknesses

- App is Only available for IOS
- \$19.99 to purchase movie
- Little promotion for App
- No rental option.
- Has not used Social Media to promote app effectively.
- Some of their social media accounts are not active.

Threats

- Competitors like Hollywood Movie; Fox Studio; NBC studio; Dream works; Warner Brothers
- Competition is strong with online viewing
- Piracy



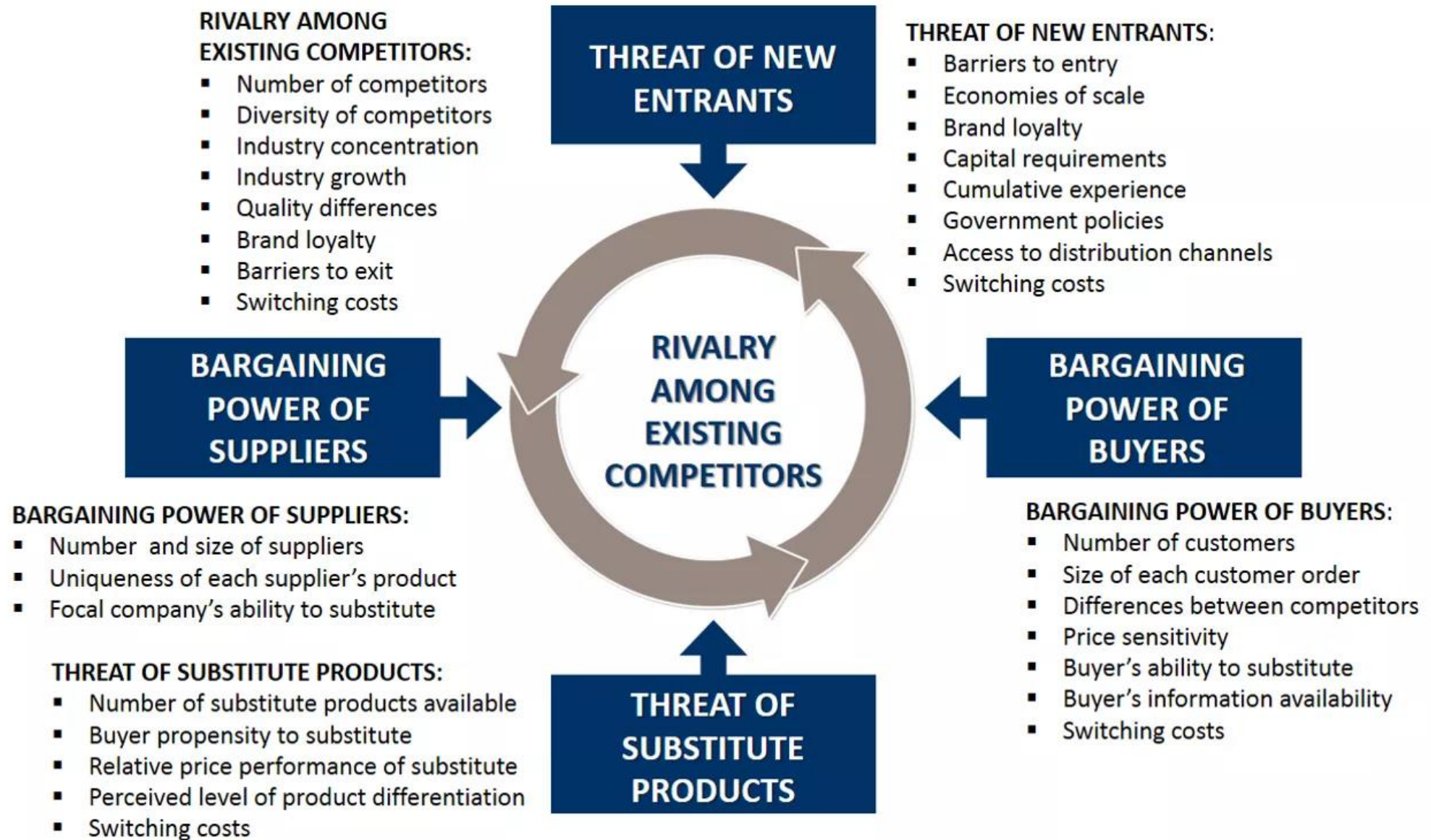
Walt Disney SWOT Combined Strategies

	Strengths	Weaknesses
	<ol style="list-style-type: none"> 1. Brand Reputation 2. Highly Diversified Portfolio 3. Strategic & Tactical Acquisitions 4. Global Expansion & Alliances 5. Economies of Scope 6. Top Management 7. Loyal Customers 8. Strong Financial Position 	<ol style="list-style-type: none"> 1. High Cost of Operations 2. Concentration of Revenues In North America 3. Approaches Antitrust Law Limits
Opportunities	SO - Strategies	WO - Strategies
<ol style="list-style-type: none"> 1. Benefits From IT Advances & Mobile Gaming 2. Build A More Eco-Friendly Image 3. Further expansion in new emerging economies (India, Russia) 4. Release of New Successful Stories & Characters 	<ol style="list-style-type: none"> 2-1: Develop mobile game applications with Disney characters 1-2: Collaborating with WWF so as to promote environmental issues 6-3: Build a multinational management team 8-4: Consumer research on their preferences nowadays 	<ol style="list-style-type: none"> 1-1: Digitalization of our operations in order to low costs & utilize technology 2-3: Target India as possible expansion through consumer products
Threats	ST - Strategies	WT - Strategies
<ol style="list-style-type: none"> 1. Financial Récession 2. Increasing Piracy 3. Strong Competition 4. Continous Need For Technological Update 5. Change in Consumers Preferences & Tastes 6. Negative Publicity Due to Unexpected Event 	<ol style="list-style-type: none"> 7-1: Offer discounts to all members of Disney fun club 3,4-3: Expansion in Brazil market through alliances and synergies 8-4: Invest on R&D for one high tech department 6-5: Monthly consumer research via online polls 	<ol style="list-style-type: none"> 1-1: Re-edit and release in cinemas old classic Disney films 2-3,4: Take advantage of operations that take place in N. America by investing in Technology and R&D for that area

5 Forces Model

- **Introduction & Background - the Nature of Industry Competition**
- Every market or industry is different. Take any selection of industries and you should be able to find differences between them in terms of:
 - Size (e.g. sales revenue, volumes, numbers of customers)
 - Structure (e.g. the number of brands and competitors)
 - Distribution channels (how the product gets from producer to final consumer)
 - Customer needs and wants (the basis of marketing segmentation)
 - Growth (the rate of growth and which businesses are growing faster or slower than the market)
 - Product life cycle (the stage of the life cycle for the industry as a whole and for products and brands within it)
- The result of the above differences is that industries vary in terms of how much profit they make

5 forces model



Walt Disney

Porter's 5 Forces Analysis



THREAT OF NEW ENTRANTS - (MEDIUM)

Even though there are major players, still smaller players with lower structures can enter the market.



THREAT OF SUBSTITUTES - (HIGH)

Technological innovations & high competition in each segment, generate many alternative choices for consumers.



BARGAIN POWER OF SUPPLIERS - (LOW)

Disney's vertical integration reduces significantly their power.



BARGAIN POWER OF BUYERS - (HIGH)

Disney's offerings are desires, rather than necessities. Therefore, financial restricted consumers will not buy.



RIVALRY AMONG FIRMS - (HIGH)

Huge competition between companies within specific sectors.
(broadcast rights/local parks/viewing figures/box office/other brands)

Homework and Assignments

Analyze Thai film industry or Chinese Film Industry
by using SWOT and 5 Forces Model

Chapter VII: Brand



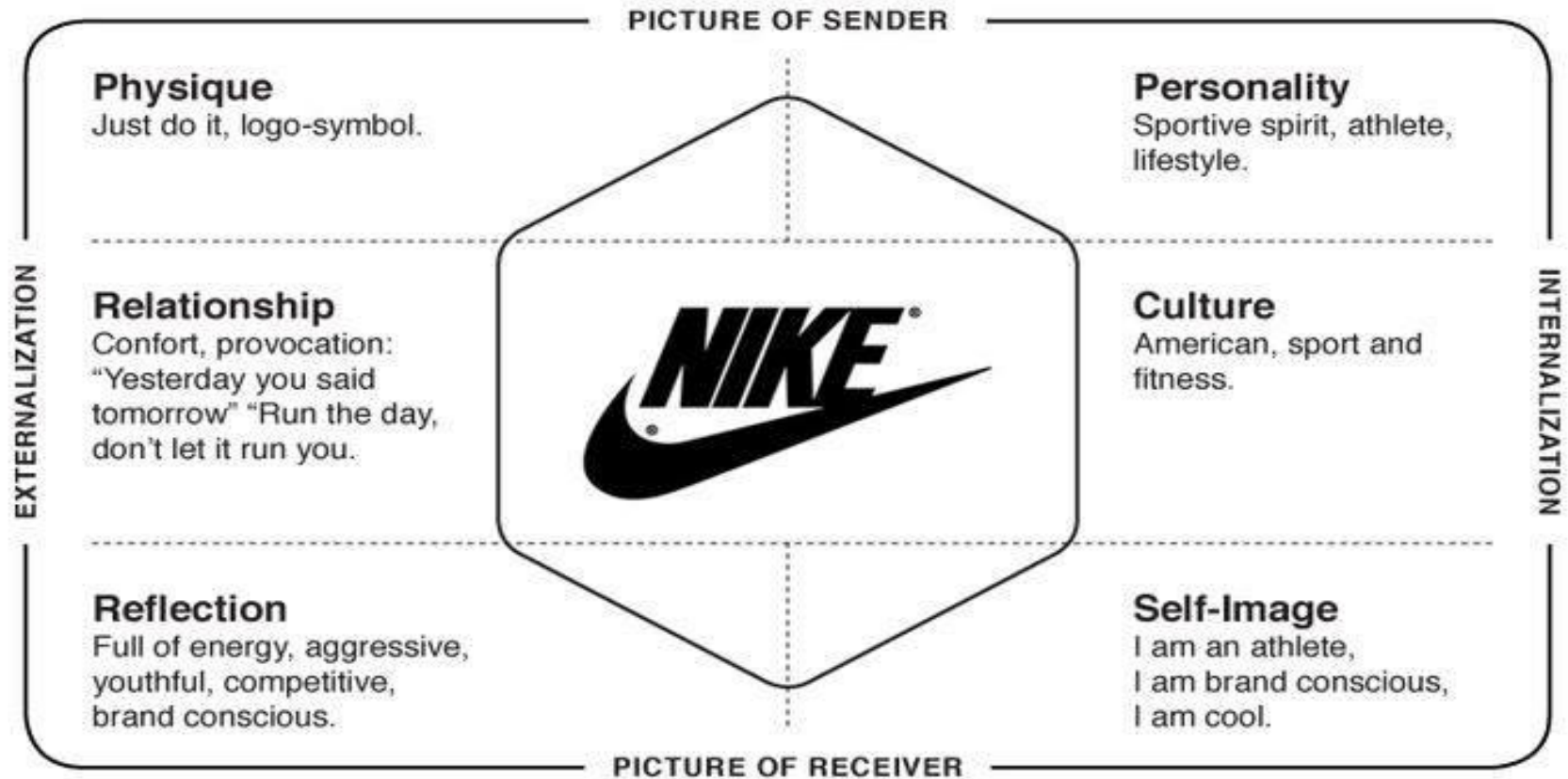


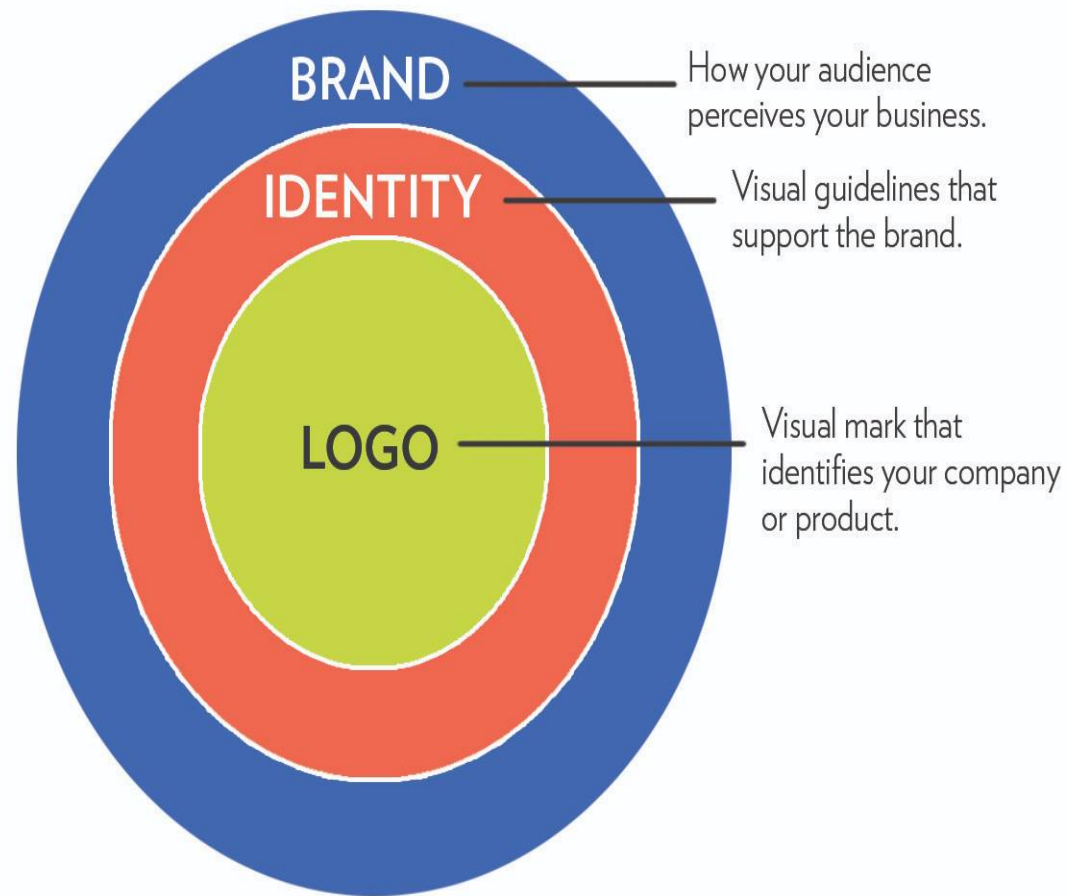
A **brand** is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.¹ Brands are used in [business](#), [marketing](#), and [advertising](#) for recognition and, importantly, to create and store value as brand equity for the object identified, to the benefit of the brand's customers, its owners and shareholders.

Ten Most Valuable Brands

BRAND	BRAND VALUE	INDUSTRY
Apple 	\$170.0 billion	Technology
Google 	\$101.8 billion	Technology
Microsoft  Microsoft	\$87.0 billion	Technology
Facebook 	\$73.5 billion	Technology
Coca-Cola 	\$56.4 billion	Drinks
Amazon 	\$54.1 billion	Technology
Disney 	\$43.9 billion	Leisure
Toyota 	\$41.1 billion	Automotive
McDonald's 	\$40.3 billion	Restaurants
Samsung 	\$38.2 billion	Technology

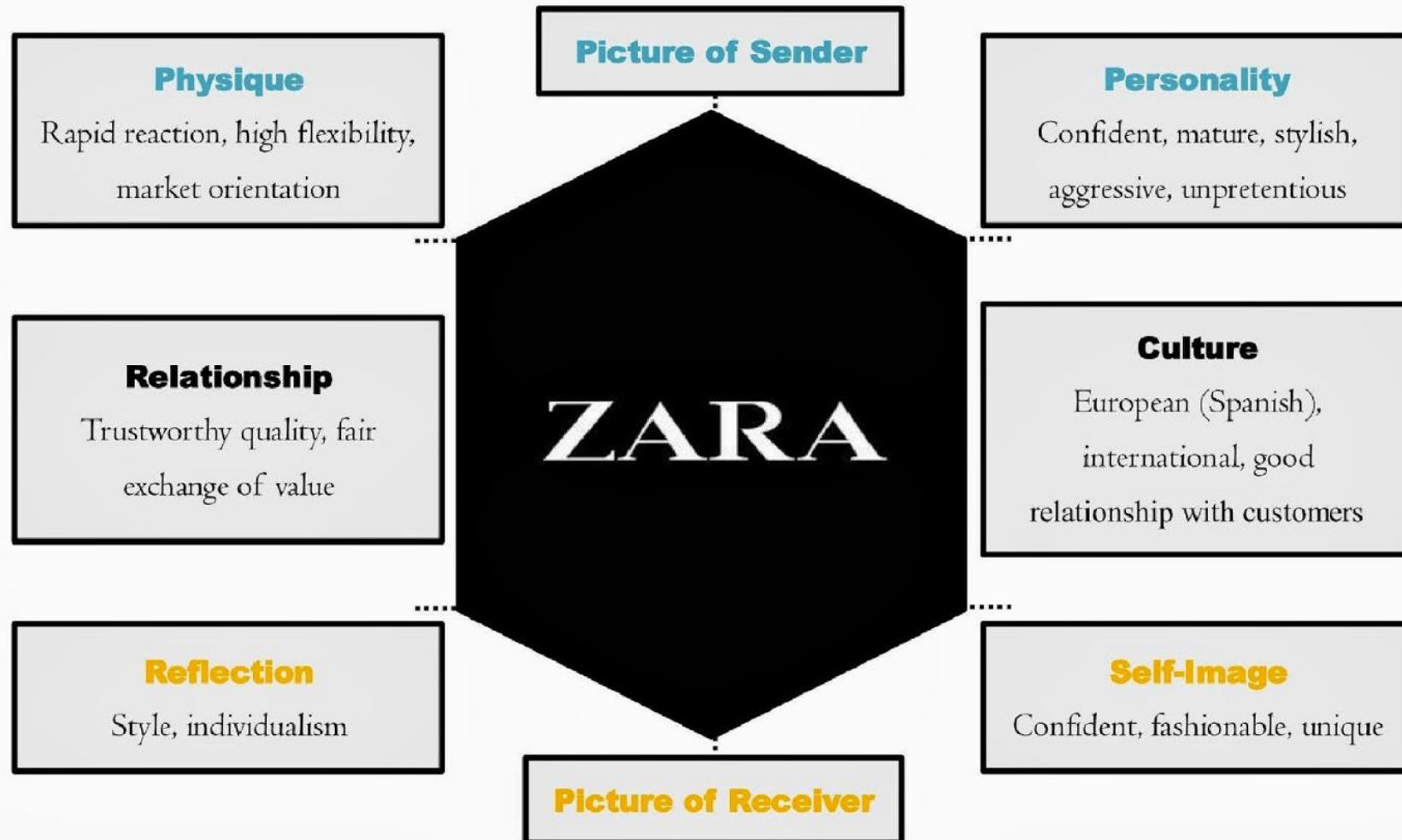
BRAND IDENTITY PRISM





WHAT IT TAKES TO DESIGN A MEMORABLE LOGO?





How many of these characteristics does your brand identity capture?

- **Unique business** “look and feel” and on-brand message. Make sure that the way you write and talk about your business is unique and your graphics stand-out and cannot be confused with the competition. Brand identity core element
- **Repetition** helps clients and prospective clients remember and relate to your business. It takes between 6 and 12 contacts with your business for customers to truly remember and connect with your business.
- **Consistent use** of your logo and strap line on all marketing materials. To build a strong brand for your business, you need to have a unique visual design. This needs to be consistent throughout all of your marketing material.
- **Memorable** devices make your business stand-out. You’ll be able to create a memorable brand through uniqueness, repetition and a consistent approach of all marketing material. Make your visual graphics memorable by creating a unique logo and brand styling.
- **Graphics** with meaning make your business’s messages come to life via symbolic graphics, colours and typography choices. Meaningful text gives depth to your developing brand and more importantly, your audience will be able to understand the meaning in your graphics and text.
- **Clear graphics** and text communicate your message in an understandable way. Make sure that your graphics are sharp, clean, simple and meaningful. Make sure all text expresses your brand and is in no way confusing.
- **Brand honesty** is key to delivering your brand promise and doesn’t alienate you and your company... or even worse damage your client relationships and your overall brand.
- **Brand personality** of your business helps you appear different and unique. Clients can immediately tell that all of your branded materials are coming from your business. If you’re the owner of a one-person business, your brand identity might resonate with your own personality. If your business is larger, or if you want to make it appear larger, you can create your own brand personality to connect with your potential clients.
- **Professionalism** in all things, from the quality of your graphics, to the way your text is written (proofreading is essential!), to your personal presentation: the way you talk, dress and speak. Professionalism in customer service and in the way you treat people you meet is always important. Follow through on your offers and promises.



BRANDING

is the way that your customer perceives you



Branding

- **Meaning**
- **Branding creates mental structures and helps consumers organize their knowledge about products and services.**
- **In a way it clarifies the consumers decision making and, in the process, provides value to the firm.**
- **The key to branding is that consumers perceive differences among brands in a product category.**

Homework and Assignments

Design your company logo and explain why you design that way by working as a group

Chapter VIII: Marketing Research

Meaning of Market research

- Market research is one of the main factors used in maintaining competitiveness over [competitors](#). Market research provides important information which helps to identify and analyze the needs of the market, the market size and the competition. Market-research techniques encompass both [qualitative](#) techniques such as focus groups, in-depth interviews, and ethnography, as well as [quantitative](#) techniques such as customer surveys, and analysis of secondary data.

CONDUCTING MARKET RESEARCH



DEFINE
BUYER



CHOOSE
BUYERS TO
SURVEY



ENGAGE
PARTICIPANTS



PREPARE
QUESTIONS



KNOW
COMPETITORS



SUMMARIZE
FINDINGS

PROJECTMANAGER

Chapter IX: Marketing Plan



MARKETING PLAN

effective steps

DIGITAL MARKETING PLAN

What is a marketing plan?

- A **marketing plan** is a comprehensive document or blueprint that outlines the advertising and **marketing** efforts for the coming year. It describes business activities involved in accomplishing specific **marketing** objectives within a set time frame.

Format of Marketing Plan

- Executive Summary
- Mission Statement
- Situation Analysis
- Target Market
- Buyer Personas
- Marketing Objectives and Performance
- Pricing Strategy
- Distribution Strategy
- Promotion Strategy
- Budgeting

Chapter X: Business Plan



TERM DEFINITION

A “**Business Plan**” is a “**Selling/Strategy Document**” that conveys the excitement and promise of your business to any potential backers and stakeholders.



Why is Business important?

- The [business](#) plan definition is the plan of [action](#) for business operations which has the goal of creating and growing sustainable [profits](#). It is necessary for any business [venture](#). A [business](#) plan has 3 main purposes: forming a strategic plan for future [business](#) initiatives, serving as a retrospective measure of the success of the [business](#) and its plans for expansion, and an explanation of the [business](#) for the purpose of raising [capital](#). [Business](#) plans can vary greatly depending on creator, industry, [operations](#), needs, phase in the [business cycle](#), and more. Ultimately, the term [business](#) plan is used to describe a myriad of written documents which lay out the plans a [business](#) has for the future. Despite this, the goal is the same; creating [profits](#) for the [shareholders](#) of the [venture](#).

Format of Business Plan

- Executive summary. Briefly tell your reader what your company is and why it will be successful. ...
- Company description. ...
- Market analysis. ...
- Organization and management. ...
- Service or product line. ...
- Marketing and sales. ...
- Funding request. ...
- Financial projections.

Homework and Assignments

Write a business plan of your company by working in group. You need to write a plan by using your ideas and knowledge since the first lesson to last lesson the course