

## The Mid-Term Exam Main-points on Innovation and Business Creation Strategy

Exam Date: 7-November-2019

1. There are many other strategic frameworks for the creation of value for businesses which have their individual merits and limitations. Another popular framework for value creation is that of Prahalad et al. (2004)

### **The website linkage**

<http://www.business-fundas.com/2011/value-creation-strategy-business-model/>

2. **Describe the differences between Marketing vs. Sales**

3. What is the Difference Between Gambling and Investing?

The reference linkage

<http://isites.nhu.edu.tw/yschao/doc/5294>

4. Whenever you want to create a new business, Please answer the following questions

(1) What are the important factors you have to take into consideration?

(2) How to establish your business-creation team

(3) How to prepare the original funding?

(4) How many investment risk factors you should take into consideration?

5. Porter's Five Forces of Competitive Position Analysis were developed in 1979 by Michael E Porter of Harvard Business School as a simple framework for assessing and evaluating the competitive strength and position of a business organization. This theory is based on the concept that there are five forces that determine the competitive intensity and attractiveness of a market. Porter's five forces help to identify where power lies in a business situation. This is useful both in understanding the strength of an organisation's current competitive position, and the strength of a position that an organisation may look to move into.

### **Question 5.**

**Describe the Porter's Five Forces of Competitive Position Analysis via figure, and detailed explanations.**

6. Answer the following questions concerning about "STP" ?

(1) What's the marketing model of STP?

(2) How to use Segmentation, Targeting and Positioning (STP) to develop marketing strategies in your star-up business creation?

<https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/>

7. Describe your “personal” and “New business creation “ SWOT analysis if you have prepared to star up your new business.

8. The Question is appeared in the following linkage

<http://isites.nhu.edu.tw/yschao/doc/5555>

Please answer the following questions.

- (1) What the main-points in this article?
- (2) What do you get in indications and hints from this article?
- (3) What points are you agree with?
- (4) What points are you not agree with?
- (5) Point out your conclusions based on this article.

## 9. Niche market questions

- (1) Define the meaning of Niche market
  - (2) What’s your Niche strategy on your star-up business creation?
  - (3) When you will use the Niche strategy? Write out your viewpoints.
  - (4) What should we know before our company goes after a niche market?
- Taking on a new niche can be a low-risk way to grow your business, as long as you keep in mind several important rules.....

The reference answer about Q.4 can be found in the following linkage

<https://www.entrepreneur.com/article/49608>

## 10. Questions about “Cash Flow Statement”

- (1) What is the meaning of Cash Flow Statement (CFS)?
- (2) What are the main components of the cash flow statements?
- (3) How will you treat your star-up business to approach to a steady operation via CFS control?

Read more: What Is A Cash Flow Statement?

<https://www.investopedia.com/investing/what-is-a-cash-flow-statement/#ixzz5FZo6AGk9>