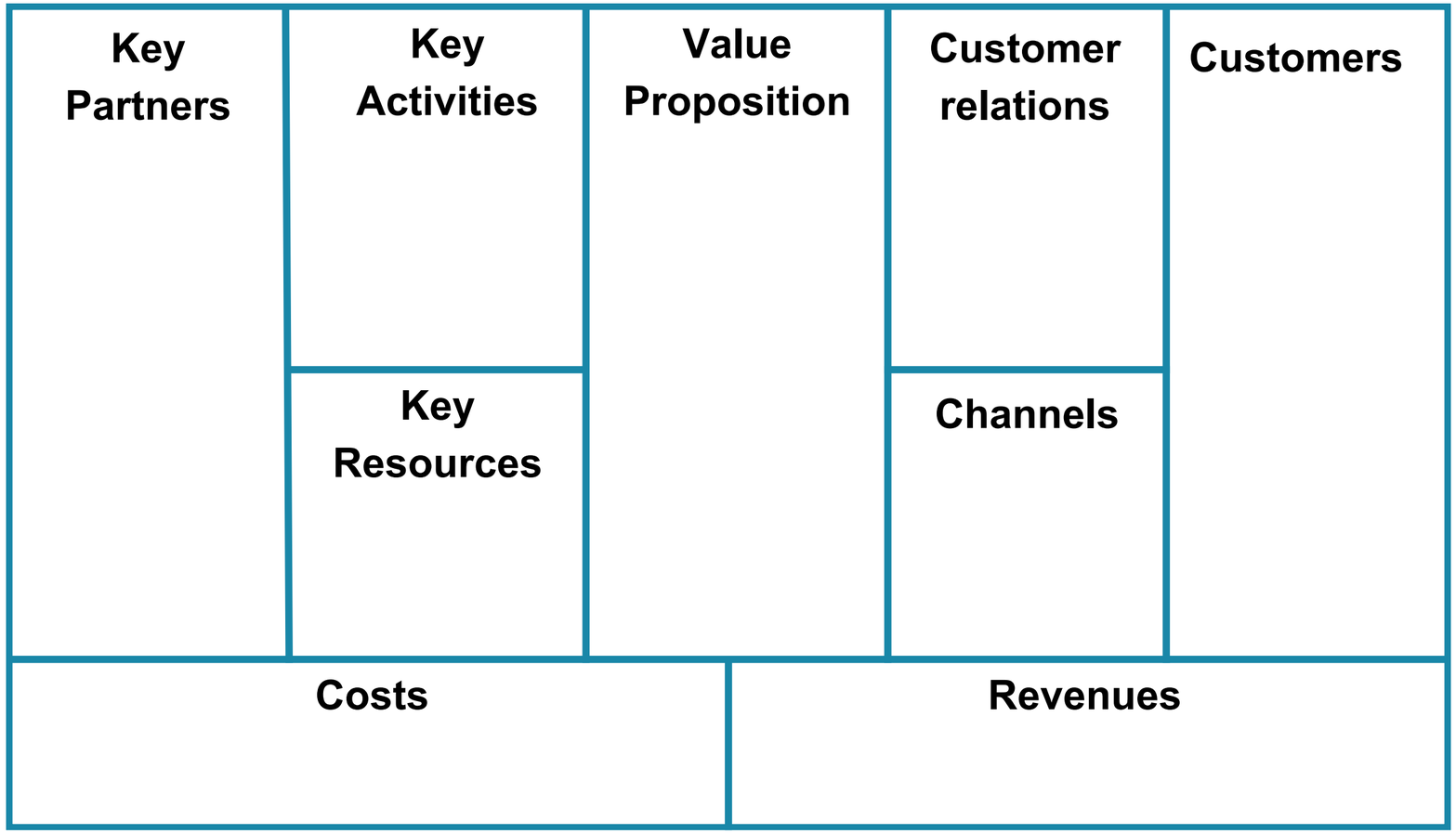
2.3.4 Business Model Canvas

A business model canvas is a tool used to map out a business model and includes the key partners, activities and resources, the value proposition (why the customer would choose the product/service), customers, customer relations and channels, costs, and revenues.

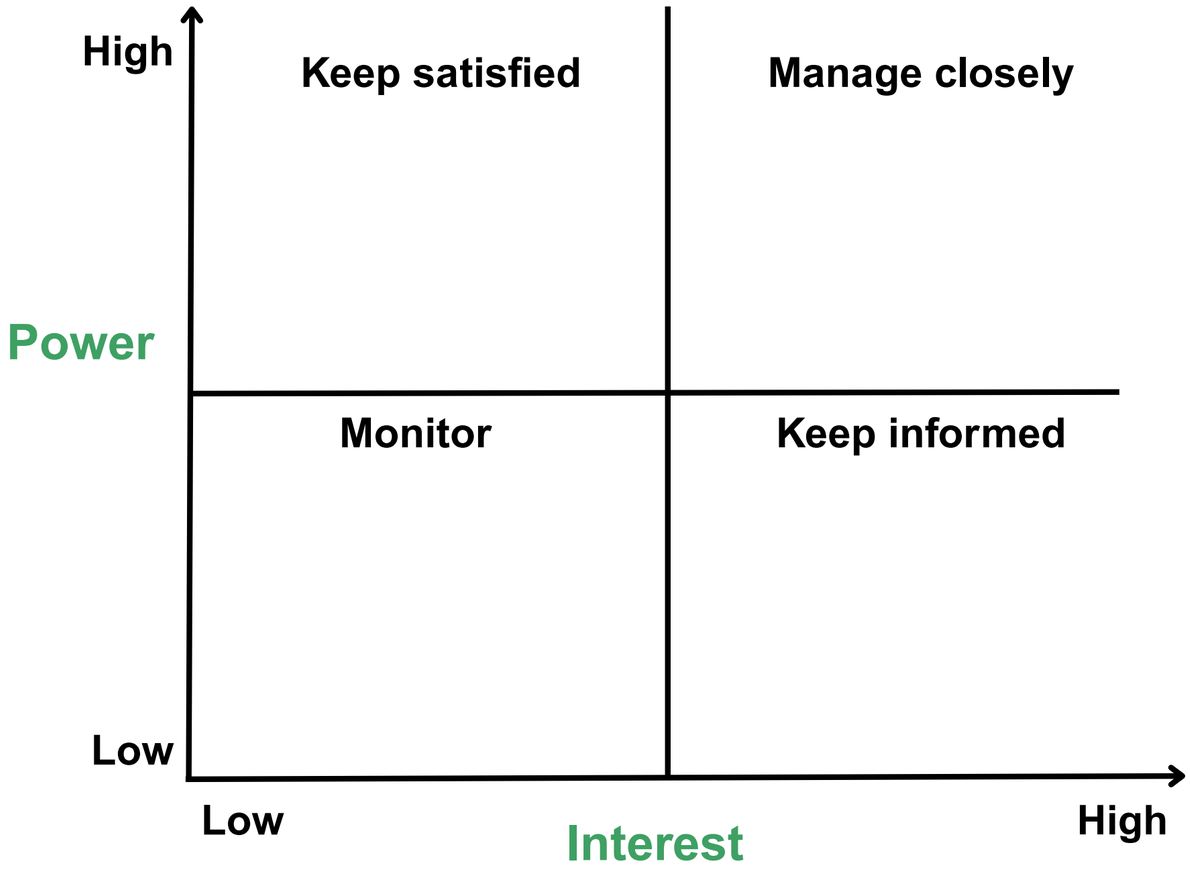


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2.4.7 Power Interest Grid



A power-interest grid is a form of stakeholder mapping which considers the motivations of stakeholders and their ability to exert influence (either positive or negative) thereby mapping them according to their relative power and interest.

Stakeholders include:

- business owners
- investors
- employees
- consumers
- suppliers
- local community
- government

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2.4.8 STEEPLE Analysis

A STEEPLE analysis may be used to assess the impact of external factors on a business.

S Social	**T** Technological	**E** Economic	**E** Environmental	**P** Political	**L** Legal	**E** Ethical

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2.6.2 Porter's Five Forces Model

Porter's model includes five forces which support deeper understanding of the competitive forces within business which drive how economic value is divided amongst stakeholders.

Force	Identify / Analysis
1. Threat of new entrants	High threat of new entrants / Low threat of new entrants
2. Bargaining power of suppliers	High supplier power / Low supplier power
3. Bargaining power of customers	High customer power / Low customer power
4. Threat of substitutes (Products/services)	High threat of substitutes / Low threat of substitutes
5. Competitive rivalry	High rivalry / Low rivalry

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3.4.7 Force Field Analysis

A force-field analysis is an approach used to identify and analyse forces which drive and inhibit change. Forces can be both internal and external.



Driving forces

5 4 3 2 1

Proposed Change

Restraining forces

1 2 3 4 5



Score each force 1 – 5

1 is a weak force and 5 is a strong force

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2.3.4 Canbhás Samhla Gnó

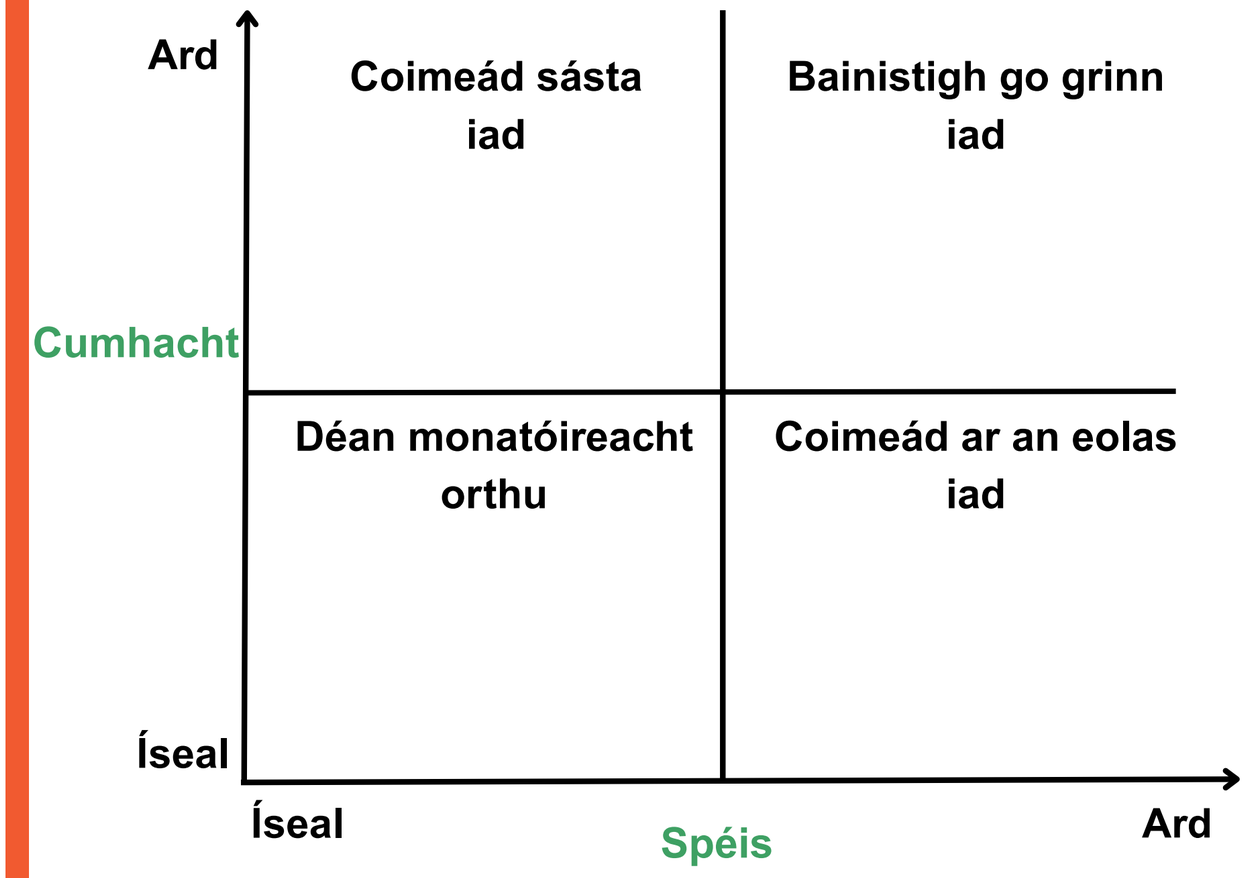
Is uirlis é canbhás samhla gnó a úsáidtear chun samhail ghnó a mhapáil agus cuimsítear leis príomhpháirtithe, gníomhaíochtaí agus acmhainní, togra luacha (an fáth a roghnódh an custaiméir an táirge/an tseirbhís), custaiméirí, caidrimh le custaiméirí agus cainéil custaiméirí, costais agus ioncam reatha.

<table>
<tr><td rowspan="2">Príomhpháirtithe</td><td>Gníomhaíochtaí</td><td rowspan="2">Togra luacha</td><td>Caidrimh le custaiméirí</td><td rowspan="2">Custaiméirí</td></tr>
<tr><td>Acmhainní</td><td>Cainéil custaiméirí</td></tr>
<tr><td colspan="2">Costais</td><td colspan="3">Ioncam reatha</td></tr>
</table>

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2.4.7 Greille Chumhachta-Spéise



Is foirm de mhapáil páirtithe leasmhara í greille cumhachta-spéise ina gcuirtear san áireamh ábhair spreagtha na bpáirtithe leasmhara agus a gcumas chun tionchar a imirt (bíodh sé dearfach nó diúltach) ar an gcaoi seo mapáiltear iad de réir a gcumhachta agus a spéise coibhneasta.

Príomhpháirtithe leasmhara:

- úinéirí gnólachtaí
- infheisteoirí
- fostaithe
- tomhaltóirí
- soláthróirí
- pobal áitiúil
- rialtas

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2.4.8 Anailís STEEPLE

Is féidir anailís STEEPLE a úsáid chun measúnú a dhéanamh ar thionchar na ngnéithe seachtracha ar ghnólacht

S **Gnéithe Sóisialta**	**T** **Gnéithe Teicneolaíochta**	**E** **Gnéithe Eacnamaíochta**	**E** **Gnéithe Comhshaoil**	**P** **Gnéithe Polaitíochta**	**L** **Gnéithe Dlíthiúla**	**E** **Gnéithe Eiticiúla**

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2.6.2 Samhail Cúig Fhórsa Porter

Cuimsítear le samhail Porter cúig fhórsa a thacaíonn le tuiscint níos doimhne ar na fórsaí iomaíocha laistigh de ghnólacht a spreagann an chaoi a roinntear luach eacnamaíochta i measc na bpáirtithe leasmhara

Fórsa	Sainaithin/Anailísigh
1. Bagairt na n-iontrálaithe nua	Bagairt na n-iontrálaithe nua ard nó íseal
2. Cumhacht mhargála na soláthraithe	Cumhacht mhargála na soláthraithe ard nó íseal
3. Cumhacht mhargála na gcustaiméirí,	Cumhacht mhargála ard nó íseal
4. Bagairt na dtáirgí ionaid (Táirgí/Seirbhísí)	Bagairt na dtáirgí ard nó íseal
5. Coimhlint iomaíoch	Coimhlint iomaíoch ard nó íseal

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3.4.7 Anailís Réimse Fórsa

Is cur chuige í anailís réimse fórsa a úsáidtear chun na fórsaí is cúis le hathrú agus na fórsaí a chuireann bac ar athrú a shainaithint agus a anailísiú. Is féidir le fórsaí a bheith inmheánach agus seachtrach araon



Fórsaí is cúis le hathrú

5 4 3 2 1

Athrú Molta

Fórsaí a chuireann bac ar athrú

1 2 3 4 5



Scór 1-5

Fórsa lag = 1 Fórsa láidir = 5

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