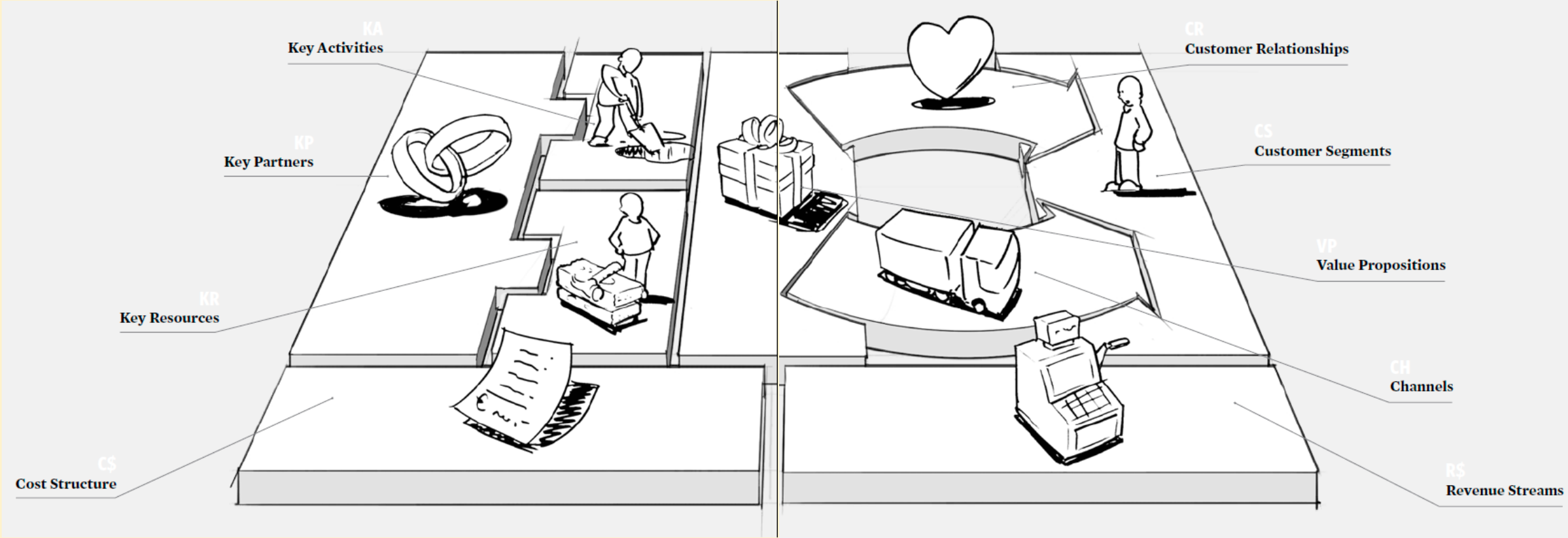
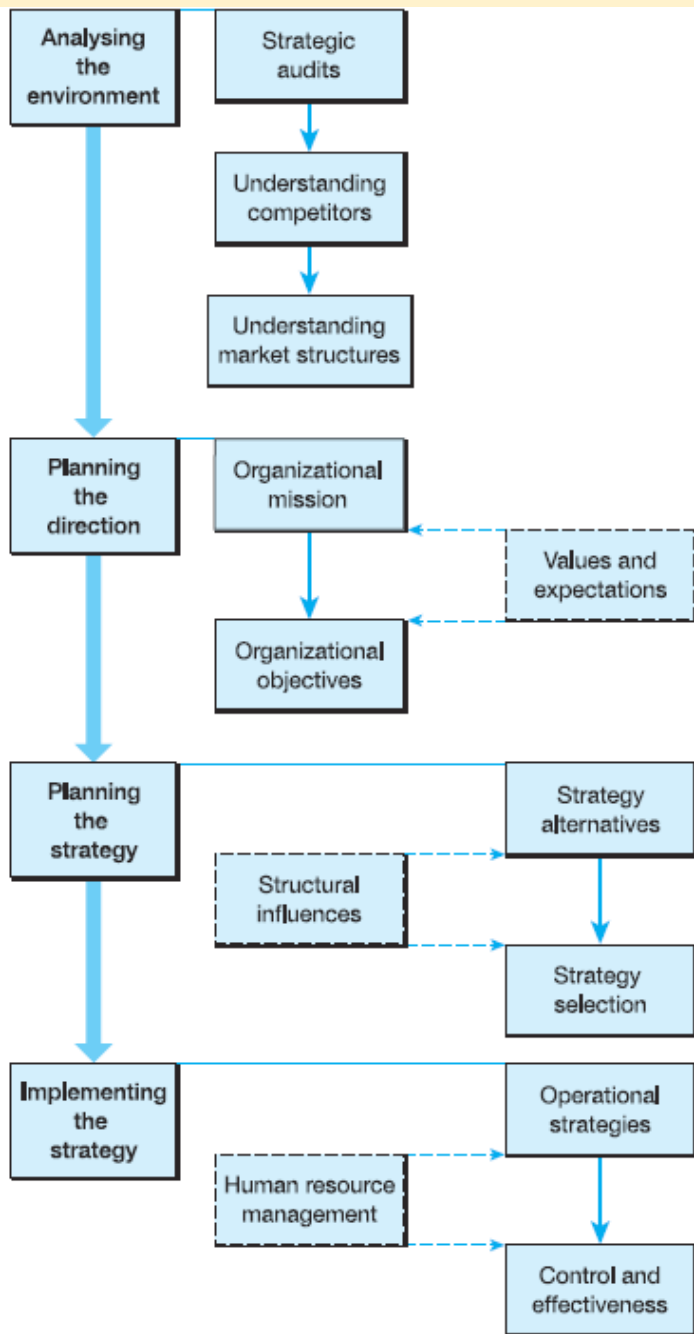




Analyse værktøjer til Virksomheden

The Business Model Generation - Canvas





Analyse (Bizz Canvas,swot, ...)

Plan retning (andre end jer)

Plan strategi (andre end jer)

Implementering (Bizz Case)

SWOT

INTERNT
S
STYRKER

INTERNT
W
SVAGHEDER

EKSTERNT
O
MULIGHEDER

EKSTERNT
T
TRUSLER

SWOT ANALYSIS

Internal		External	
Strengths	Weaknesses	Opportunities	Threats

Mere SWOT

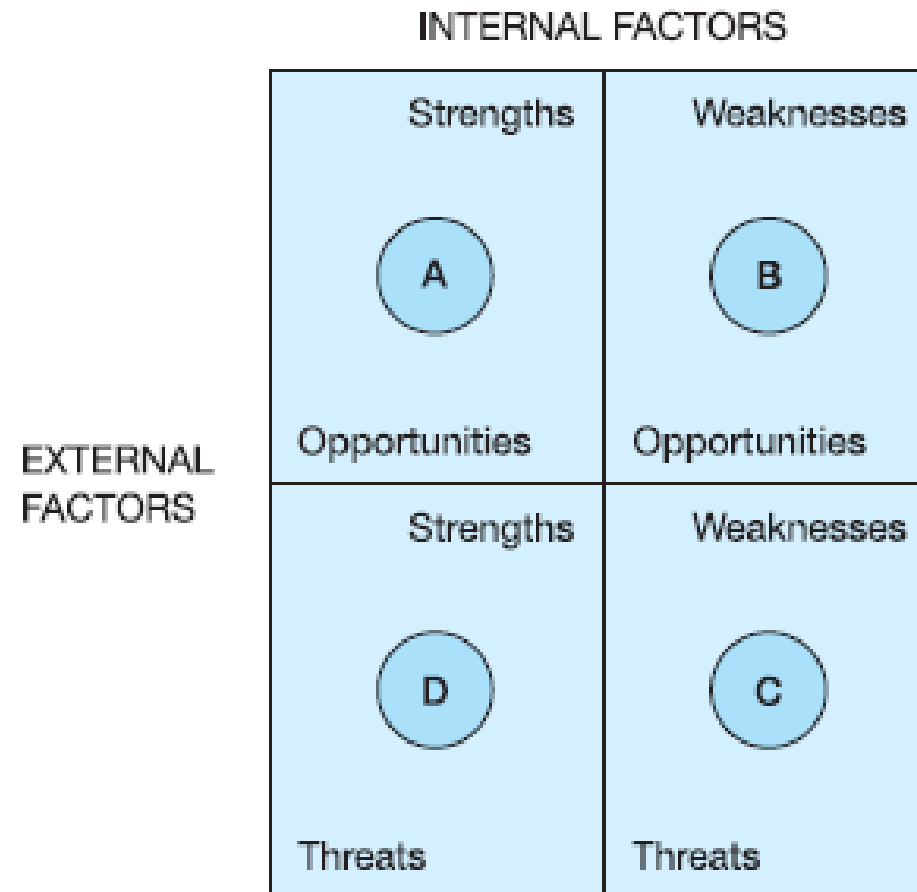
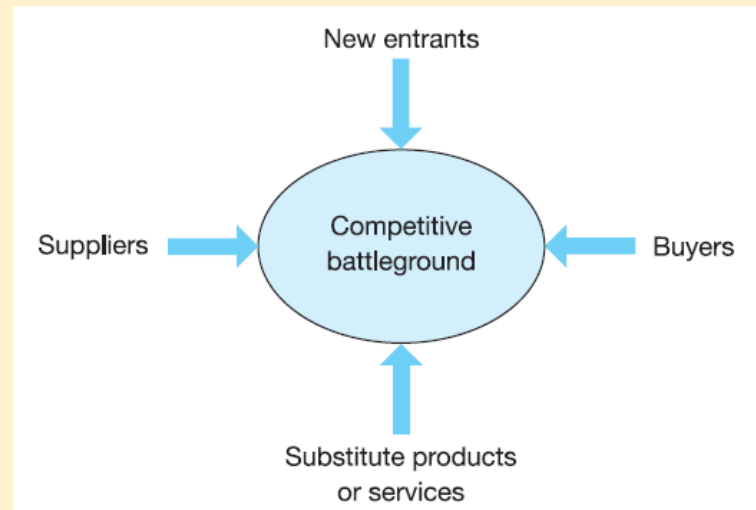
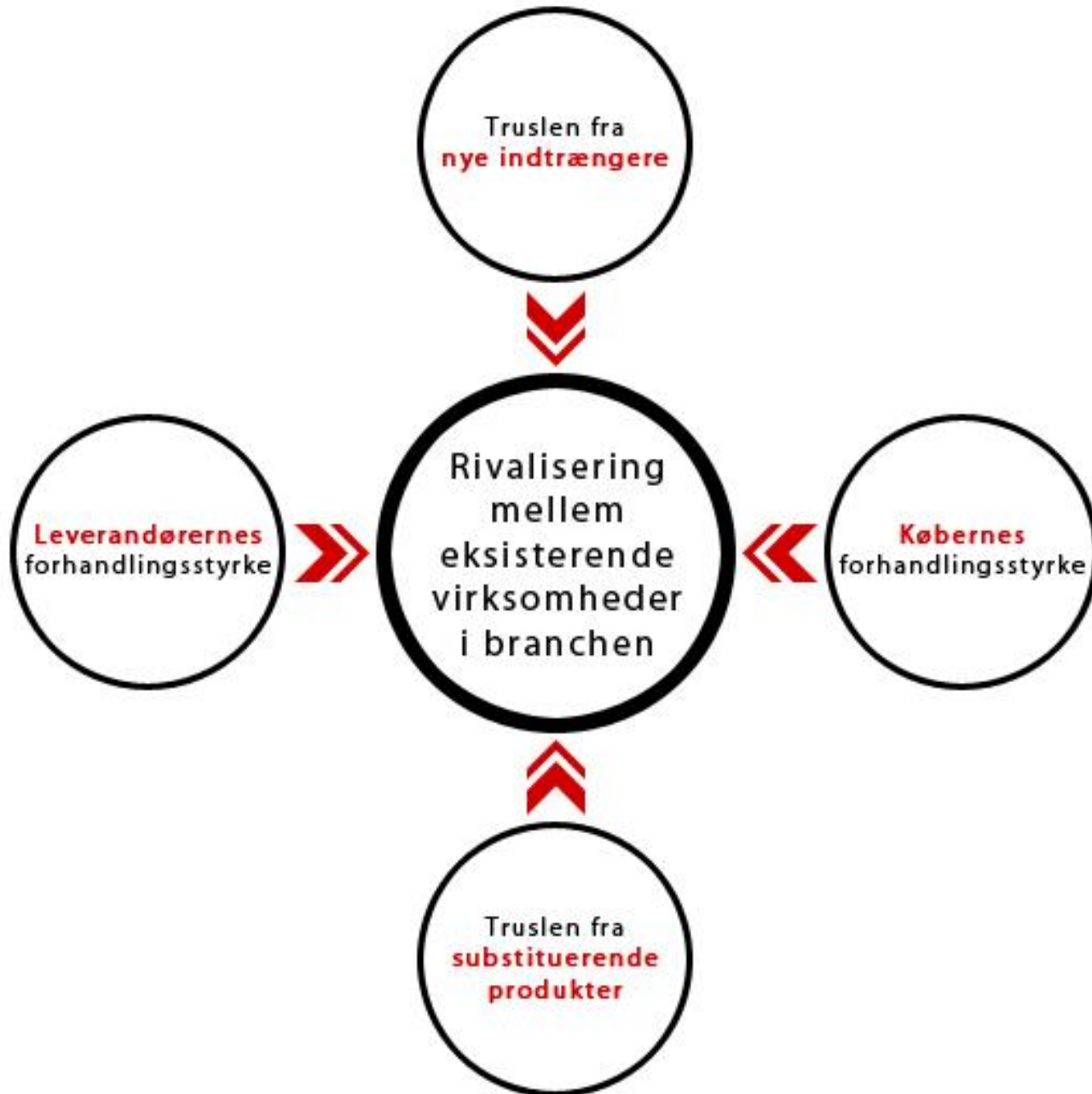
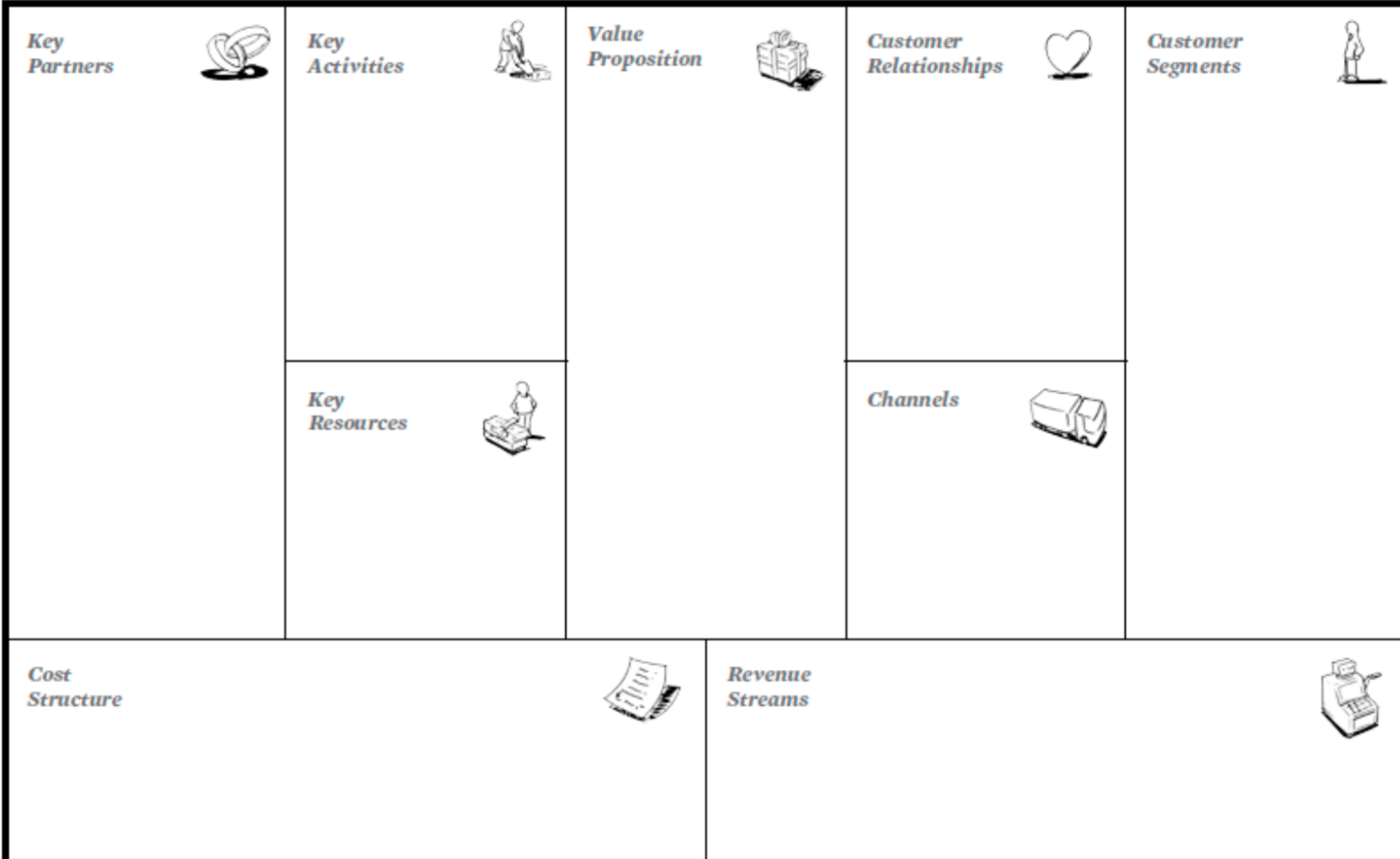


Figure 2.3 A SWOT matrix

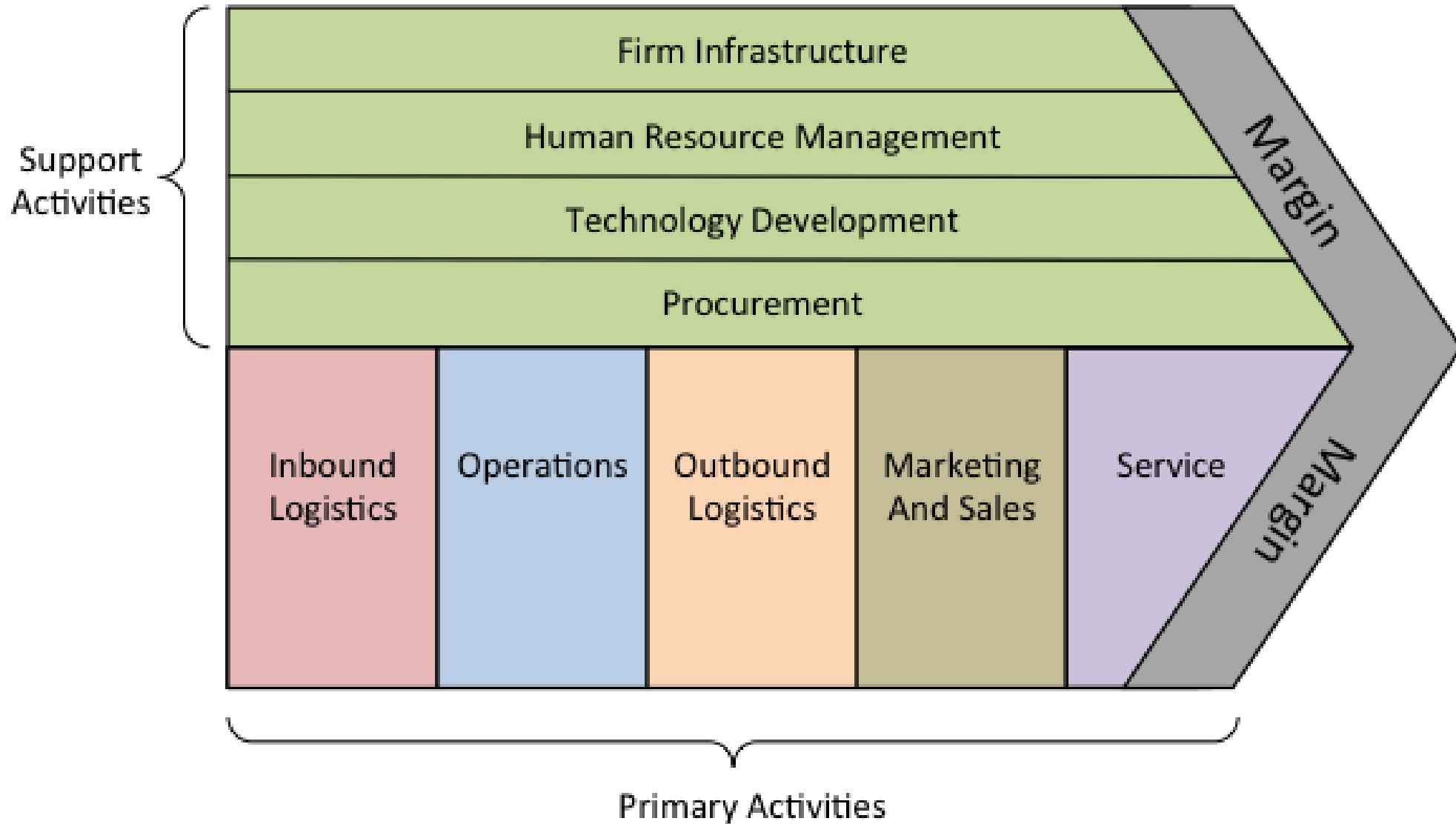
Porters 5 Forces



Back to Business Generation Model Canvas



Porters Value Chain



Boston Matrix

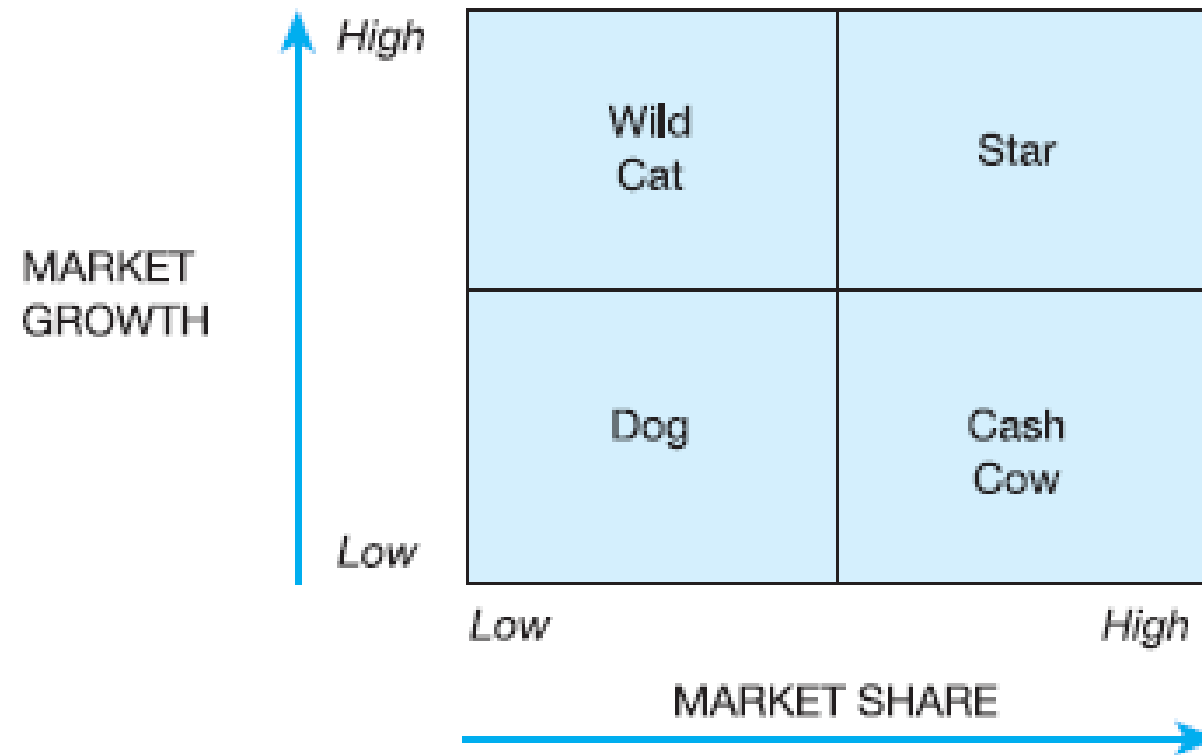


Figure 2.4 The BCG matrix

PESTEL – analysere ydre faktorer

- Political
- Economicm
- Socio-cultural
- Technological
- Evironmental
- Legal

Balanced Business Scorecard

- Customer perspective
- Internal business perspective
- Employee perspective