



How to do analysis for the survival of your business during the Pandemic and Political Instability

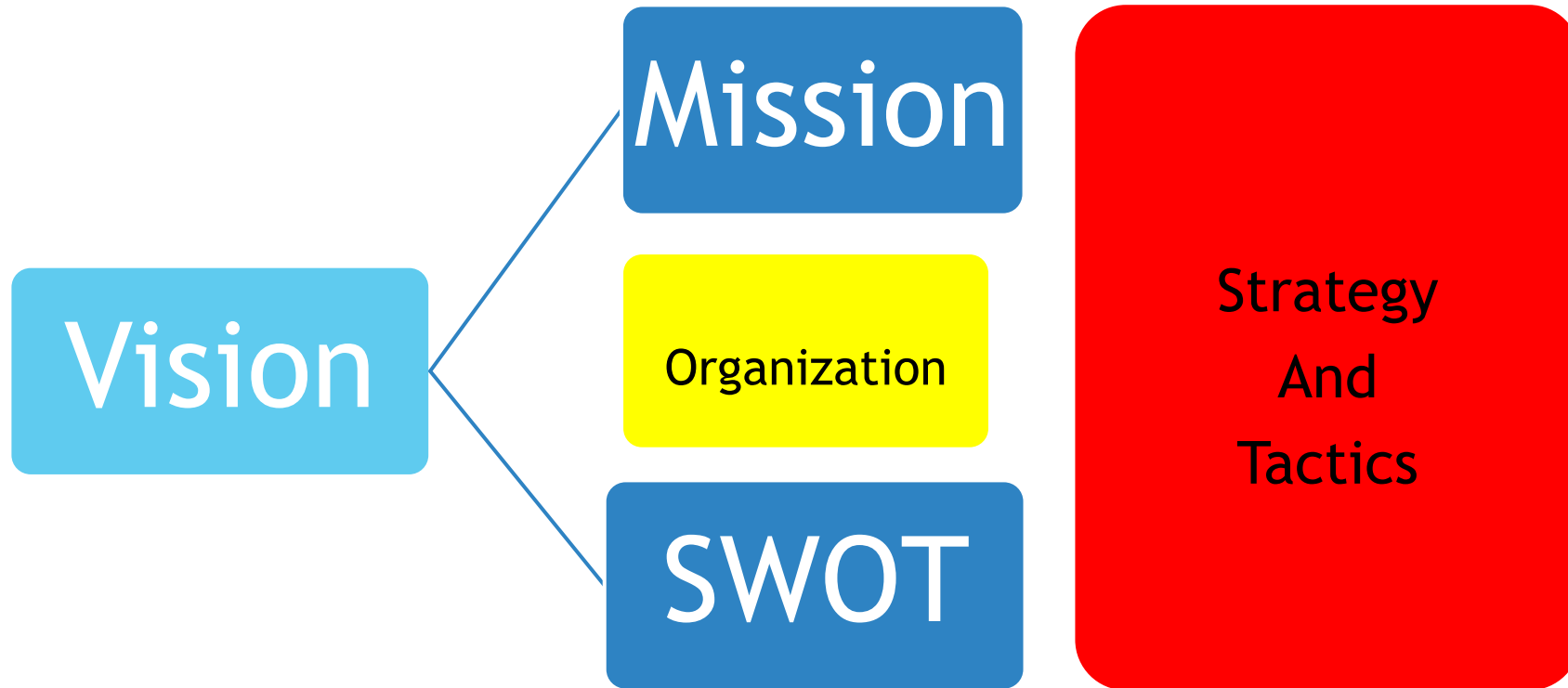
Dr.Thant Zin Htun

Founder of NSMS

&

Idea Marketing Consultancy Agency

Vision = To Be Farsighted



PESTLE Analysis

- ▶ Political Influences
- ▶ Economic Influences
- ▶ Socio-cultural Influences
- ▶ Technological Influences
- ▶ Legal Influences
- ▶ Environmental Influences

Political Influences

- ▶ The stability of the Government or political situation
- ▶ Government policies - such as on social welfare
- ▶ Trade regulations and tariffs

Economic Influences

- ▶ Interest Rates
- ▶ Money Supply
- ▶ Inflation
- ▶ Unemployment
- ▶ Disposable Income
- ▶ Availability and Cost of energy
- ▶ The Internationalisation of Business

Socio-cultural Influences

- ▶ Demographics
- ▶ Social mobility
- ▶ Lifestyle changes

Technological Influences

- ▶ Technological Developments
- ▶ Government spending on the research, the Quality of Academic Research
- ▶ The focus on the technology; Demand for Invention and Innovation
- ▶ The pace of Technological Changes, the Creation of Technology enabled industries

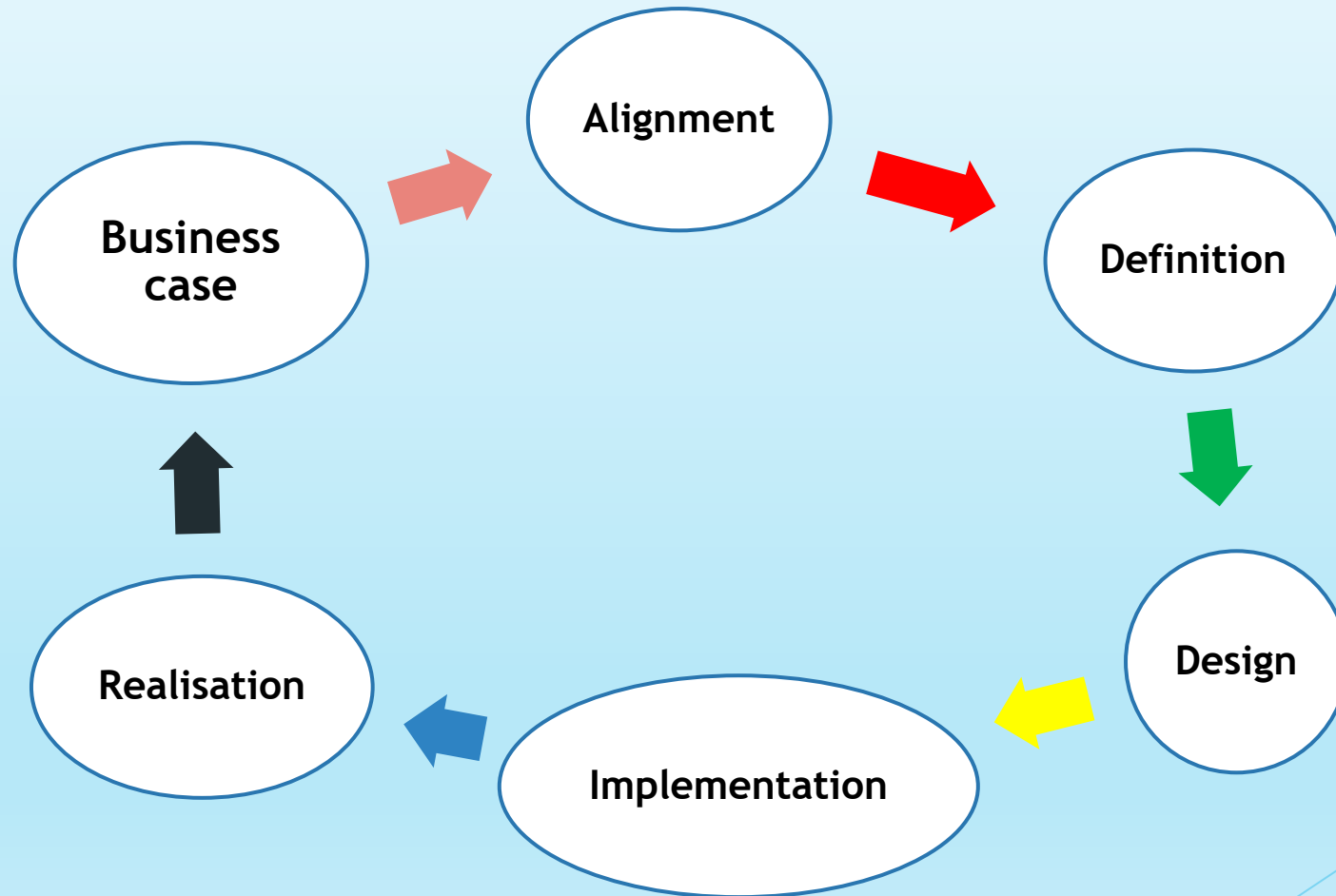
Legal Influences

- ▶ Legislation about trade practices and competition
- ▶ Employment Law - Employee protection, Discrimination, etc...
- ▶ Health and Safety Legislation
- ▶ Company law
- ▶ Financial Regulation

Environmental Influences

- ▶ Global Warming and Climate Change
- ▶ Animal Welfare
- ▶ Waste such as unnecessary packaging
- ▶ Environment protection legislation such as new laws on recycling and waste disposal industries

The Business Change Lifecycle



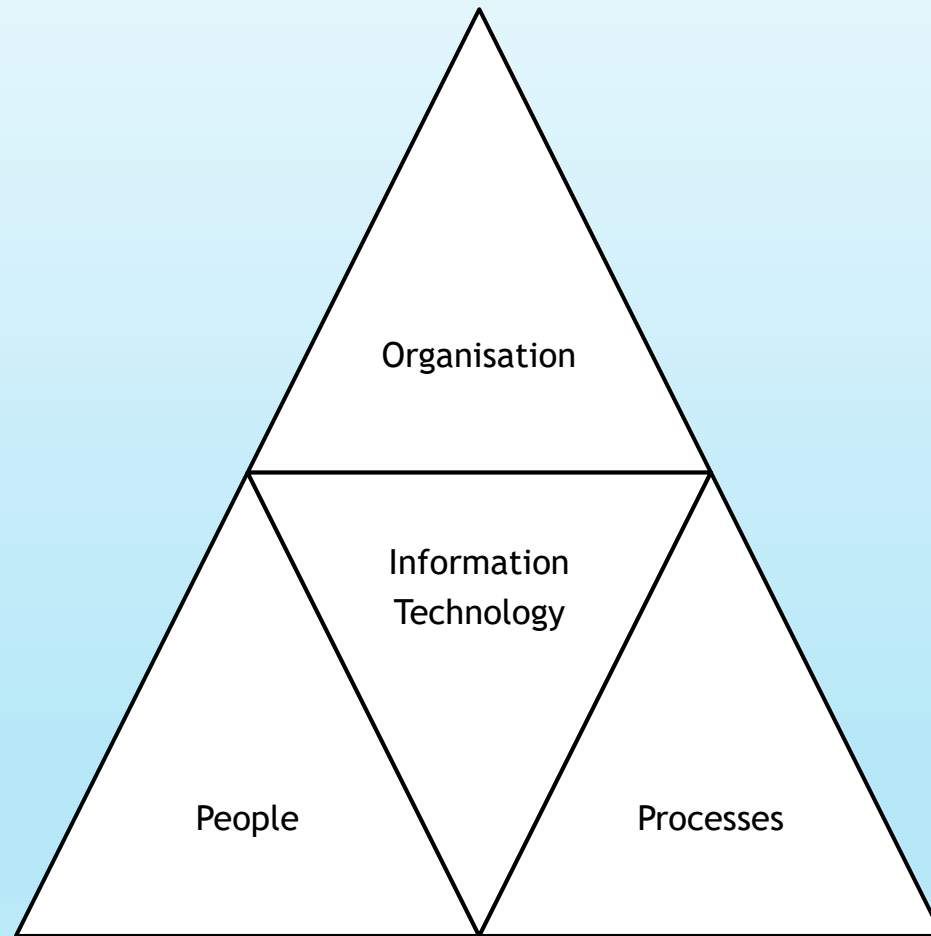
The Potential Range of the Business Analyst Role

Strategic Analysis and Definition

Business Analysis

IT System Analysis

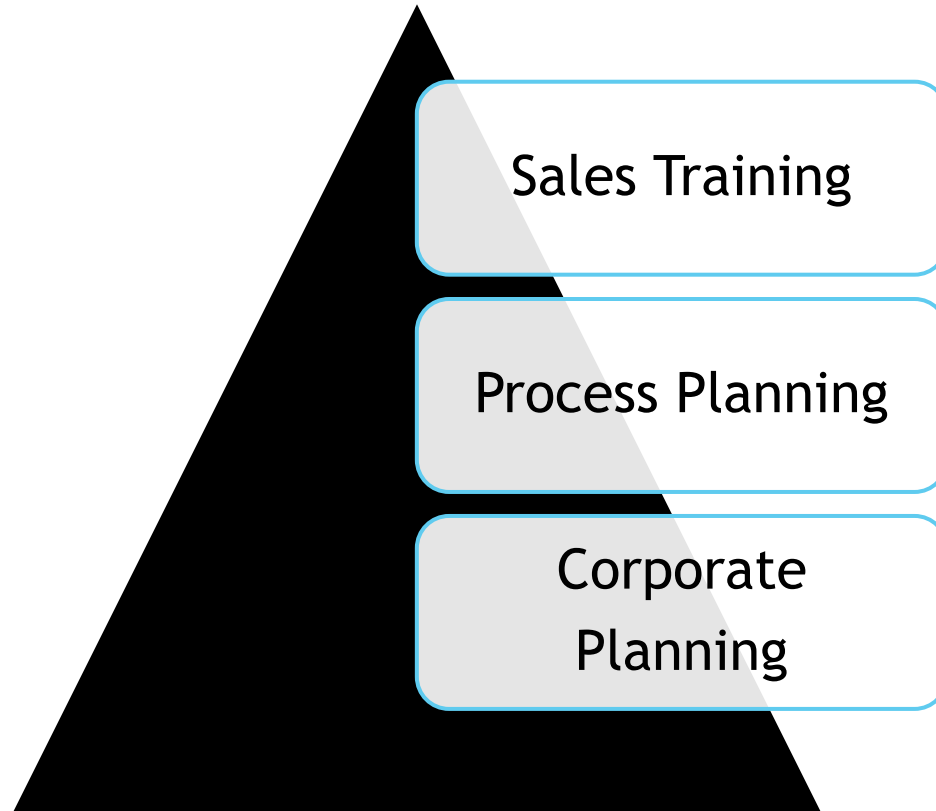
The POPIT Model



Corporate Strategy

- ▶ Industry Attractiveness
- ▶ Corporate Planning
- ▶ Marketing Success
- ▶ Product Line
- ▶ Organization Structure
- ▶ Matrix Organization

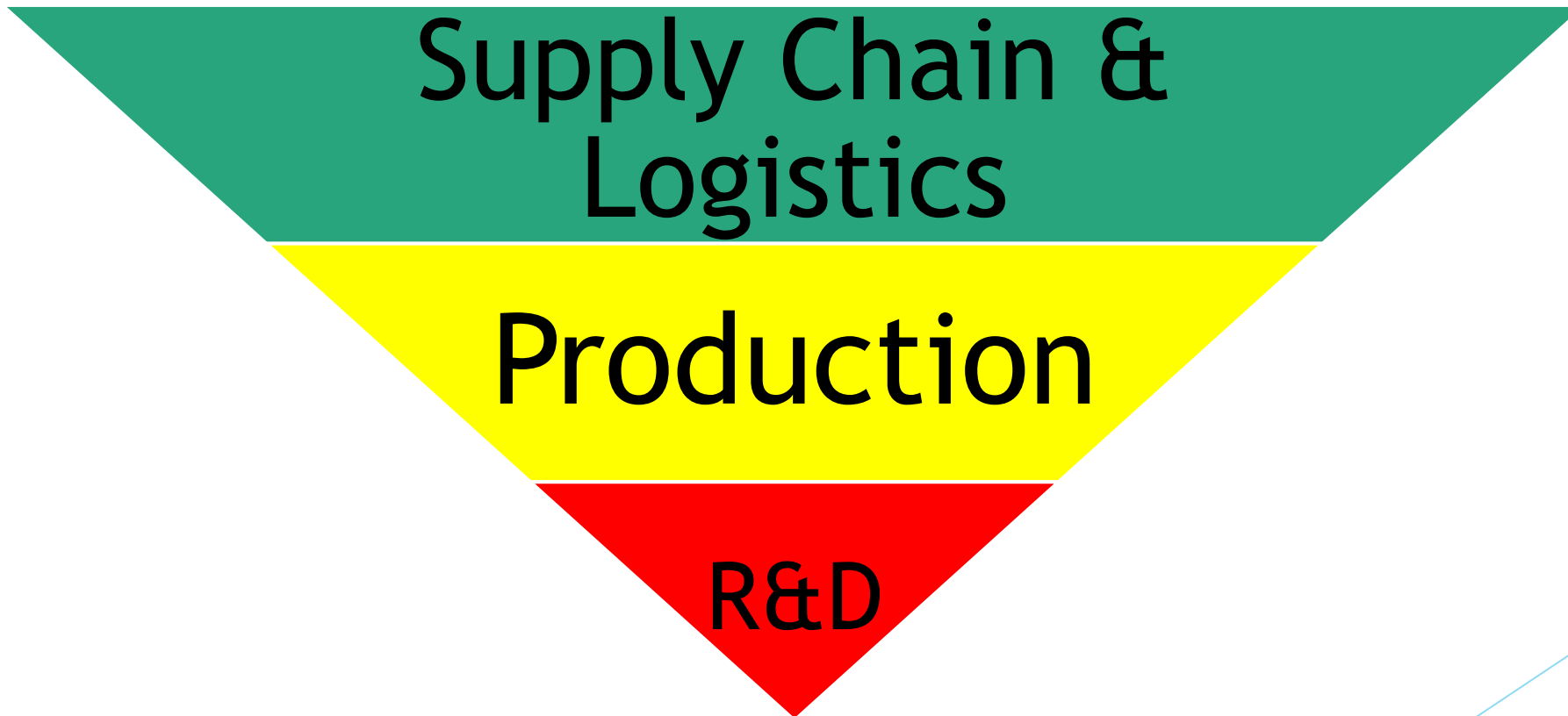
Corporate Planning



Corporate Planning



Process Planning

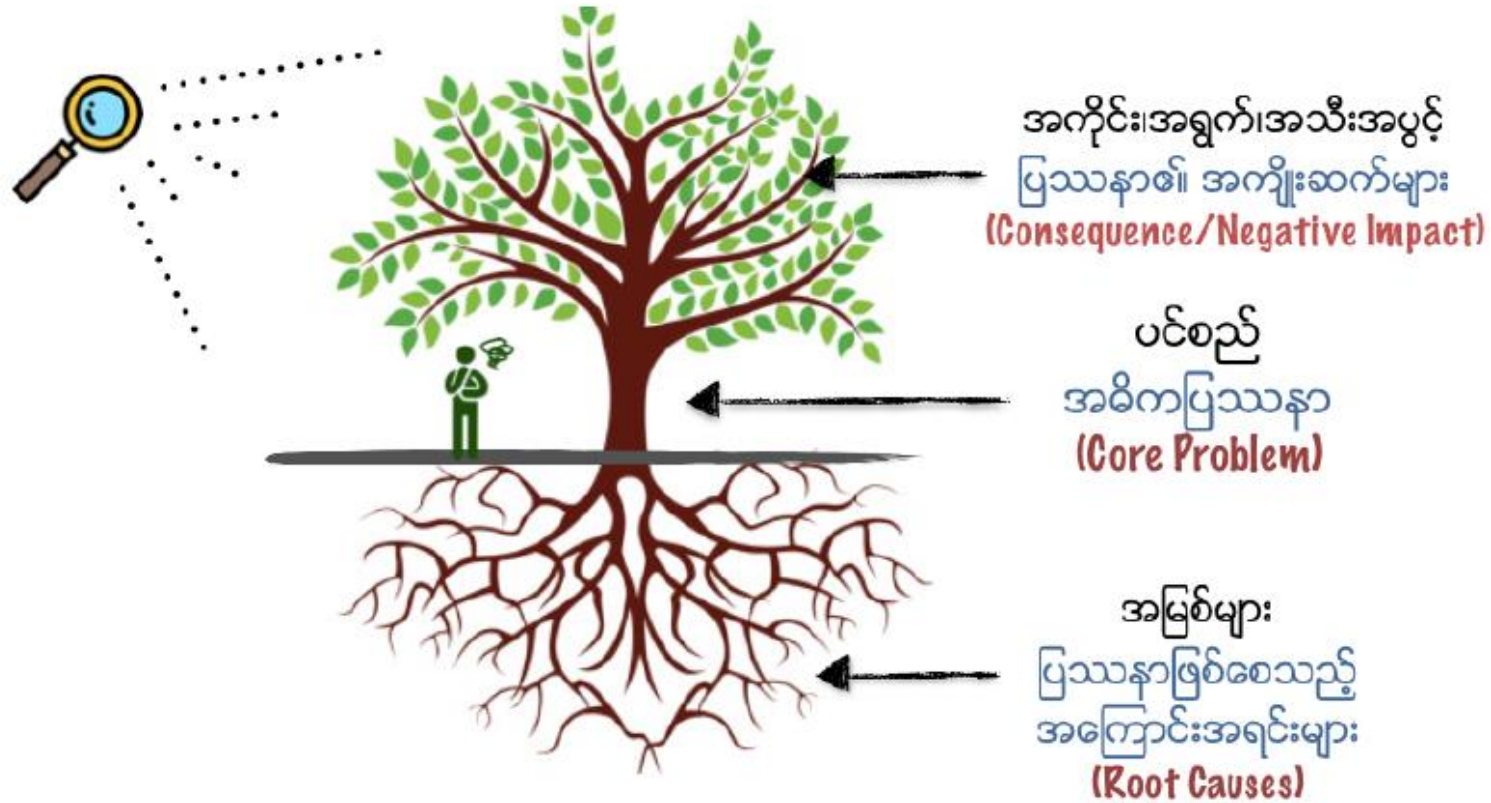


Sales Training



Problem Tree

ပြဿနာအားဖော်ထုတ်သတ်မှတ်ခြင်း
Problem Identification



ပြဿနာသစ်ပင်မှ ရည်ရွယ်ချက်သစ်ပင်သို့ (Transforming problem into objectives)

😨 လက်ရှိအခြေအနေ။

😊 အနာဂတ်အမြင်။

အကျိုးဆက်ဆိုးများ
(Negative Impacts)

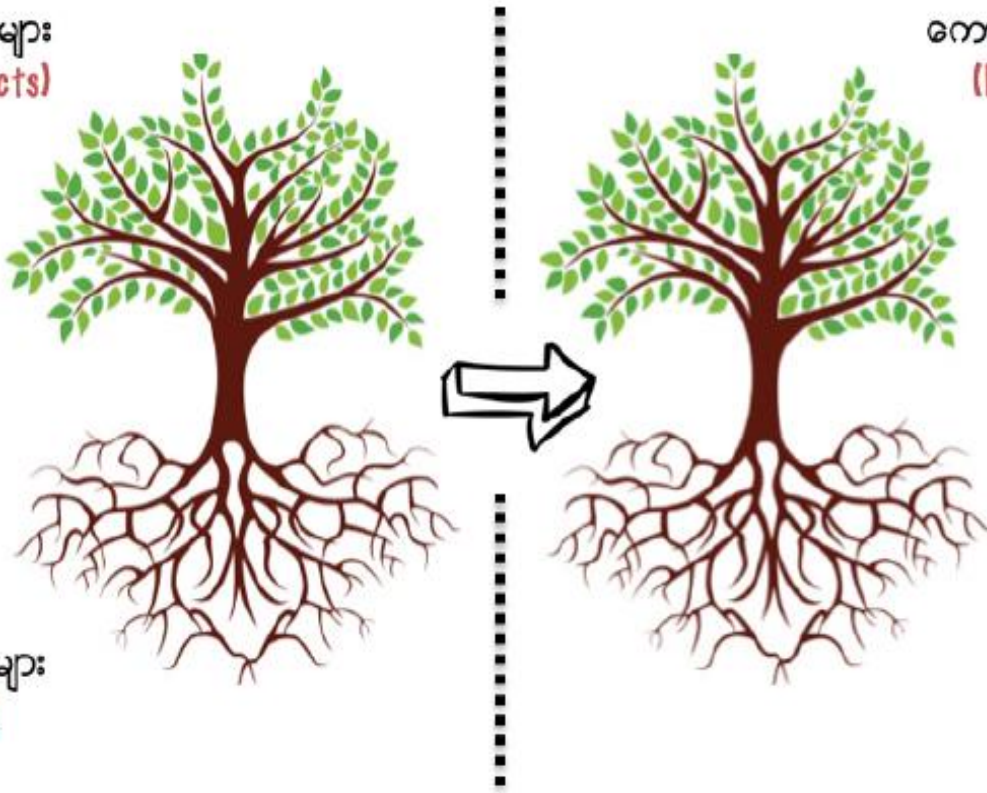
ကောင်းမွန်သည့်အကျိုးရလဒ်
(Positive Impact/Goal)

အဓိကပြဿနာ
(Core Problem)

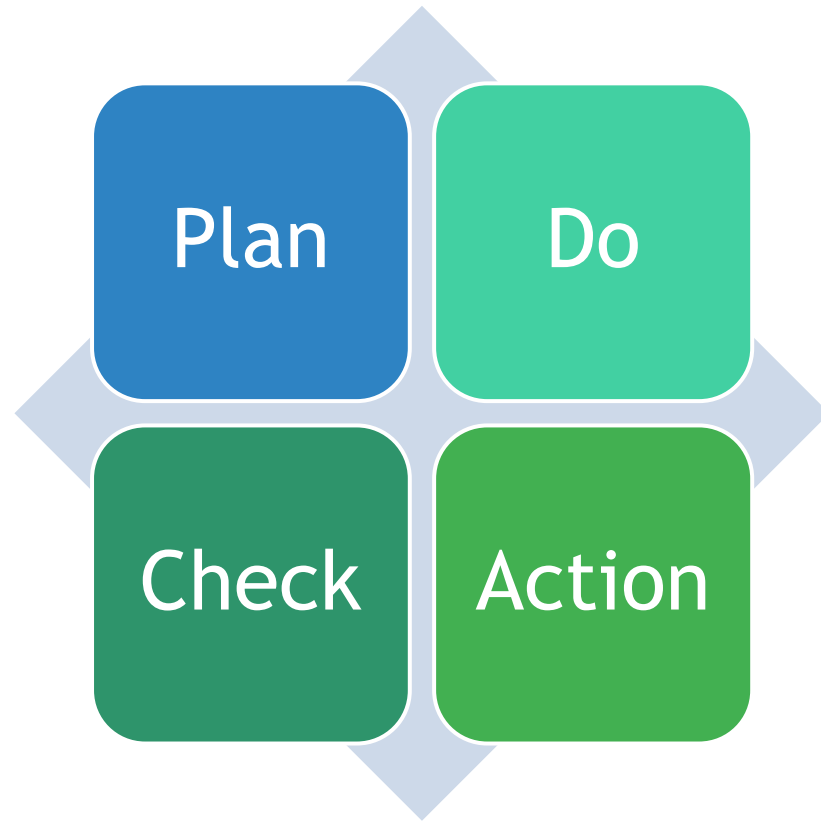
မေျာ်မှန်းရလဒ်အကျိုး
(Purpose/Outcome)

အကြောင်းအရင်းများ
(Root Causes)

ရလဒ်များ
(Outputs)



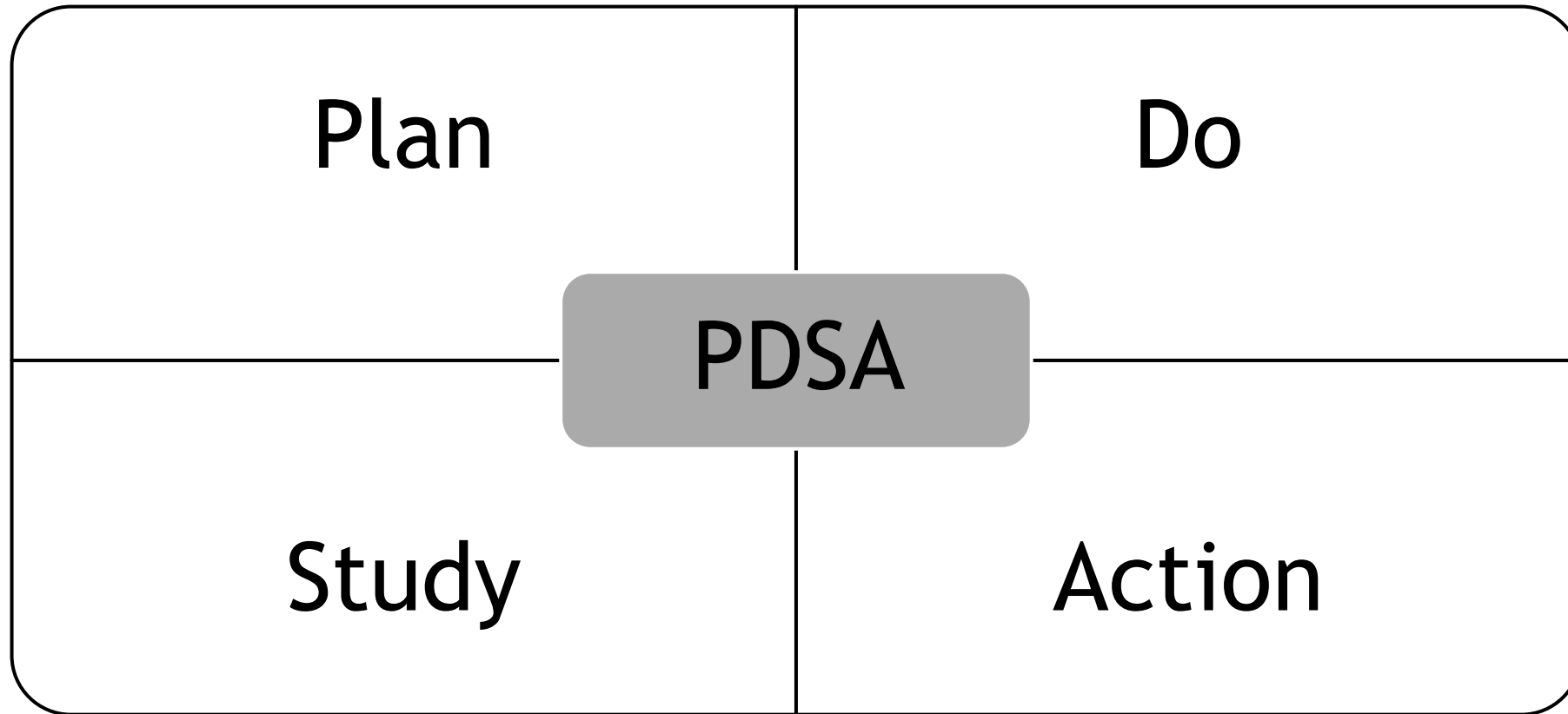
PDCA Cycle



DMAIC

- ▶ Define
- ▶ Measure
- ▶ Analyse
- ▶ Improve
- ▶ Control

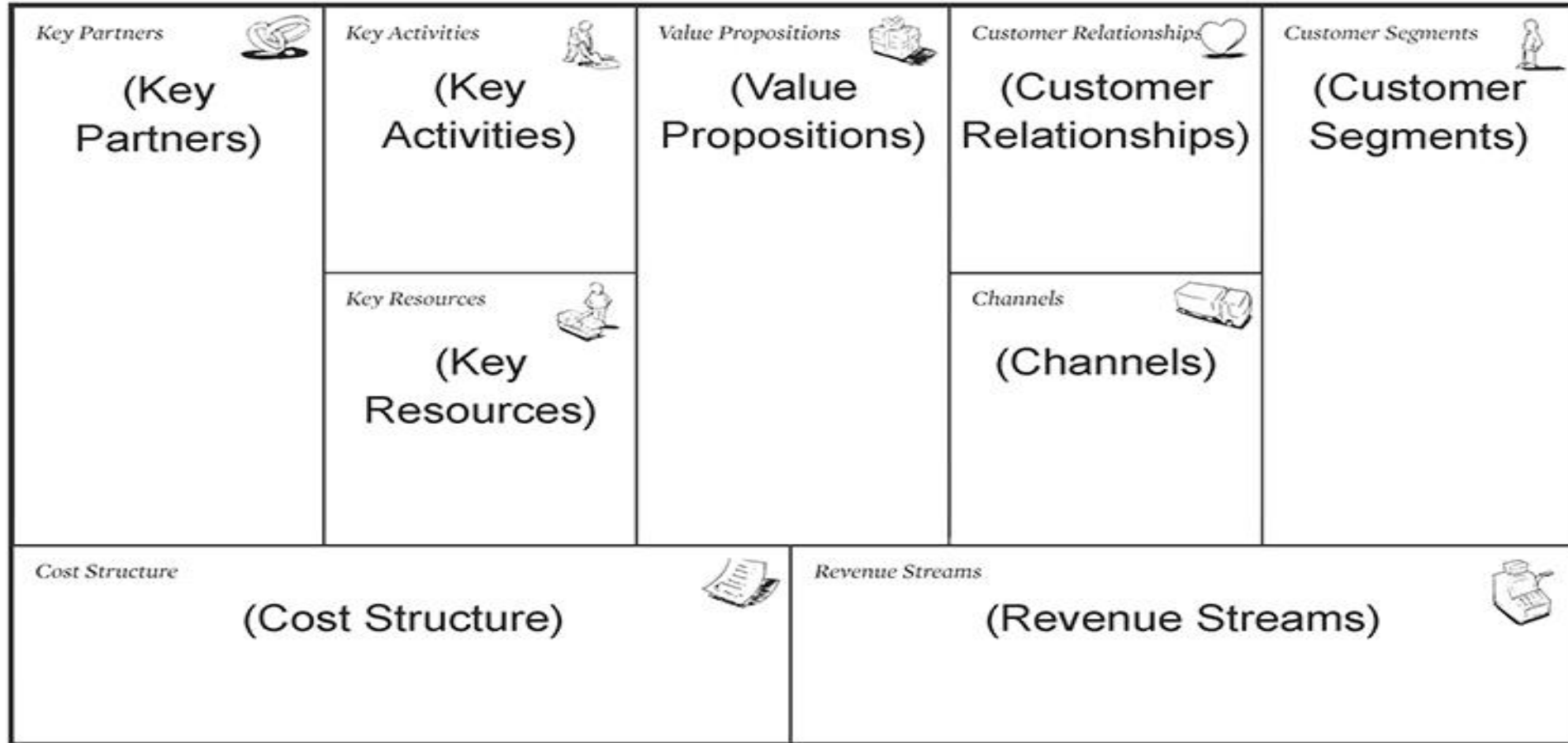
PDSA Cycle



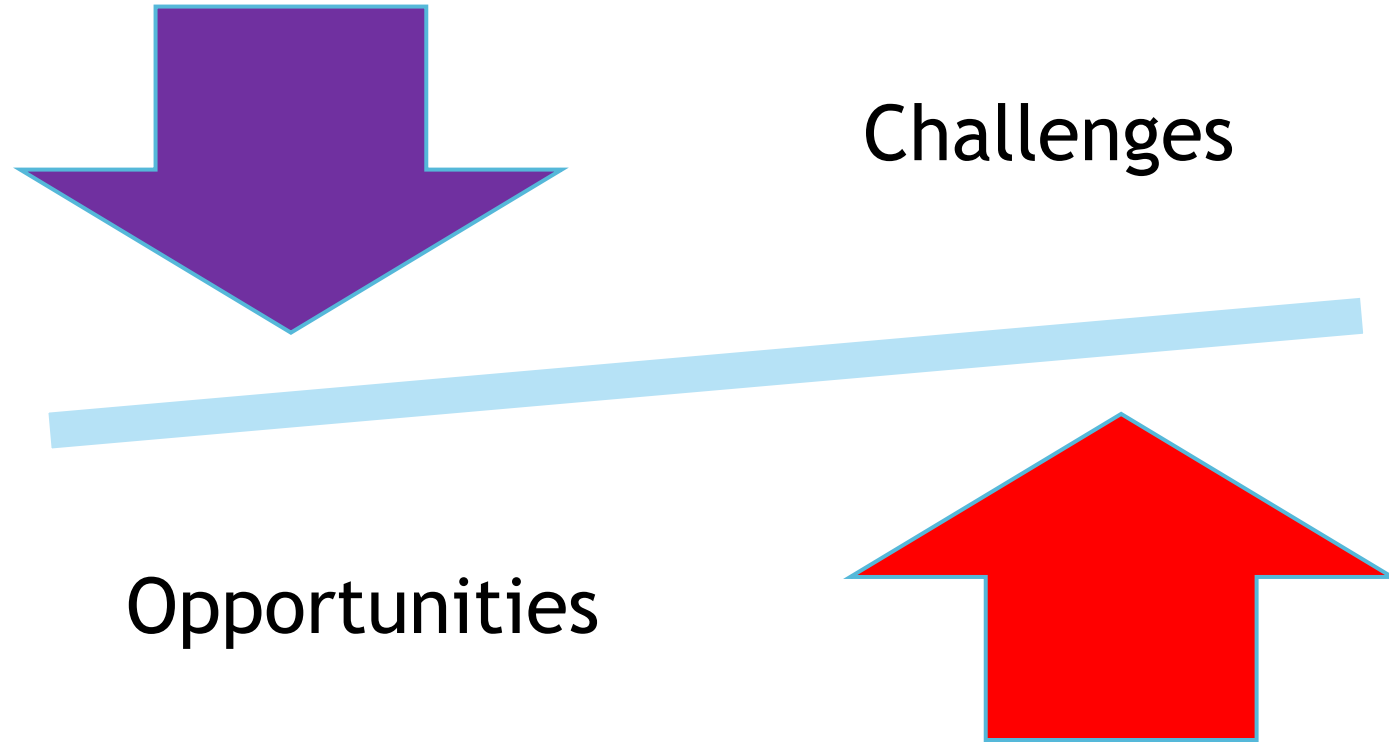
SWOT Analysis



Business Model Canvas



Business Opportunities and Challenges





Thank you for your time and attention!

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