

FOUNDATIONS, STRATEGY, INNOVATION, & IMPACT



HFLC FALL 2025





Description	Description of where you are today	Internal analysis of the business	Analysis of external environment	Description of the future	Description of key initiatives	Strategy deployment plan
Key Questions	What is the mission of the business?	What are our unique strengths and weaknesses?	What are opportunities and threats?	Where are we going? Where to play?	How will we get there? How to win?	What actions do we need to take to realize our plan?
Key Outcomes	Understanding of business scope, products, markets, geographies	Assessment of competitive position and identification of strengths and weaknesses	Assessment of industry attractiveness & identification of opportunities and threats	Objective and goals	Strategies and measures	Action plan with caretakers and timelines

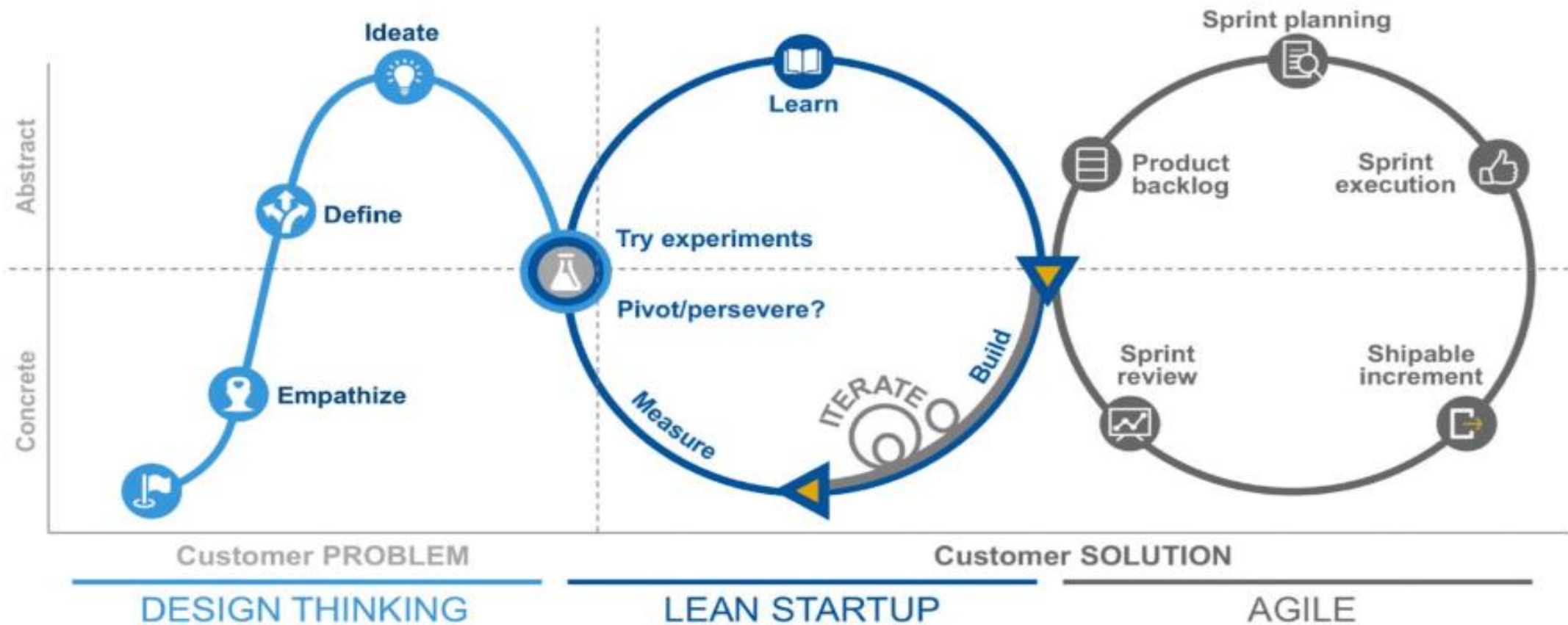


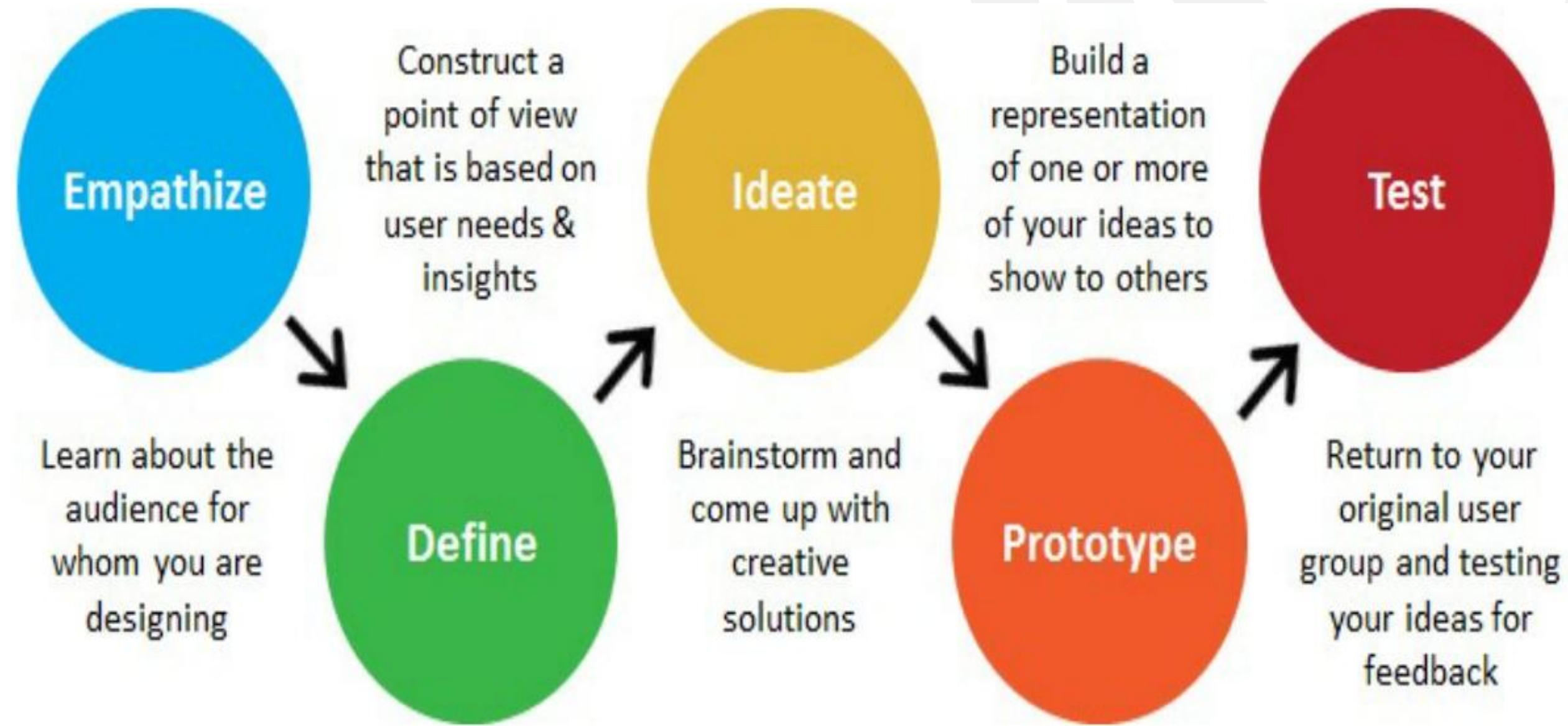


IDEAS !

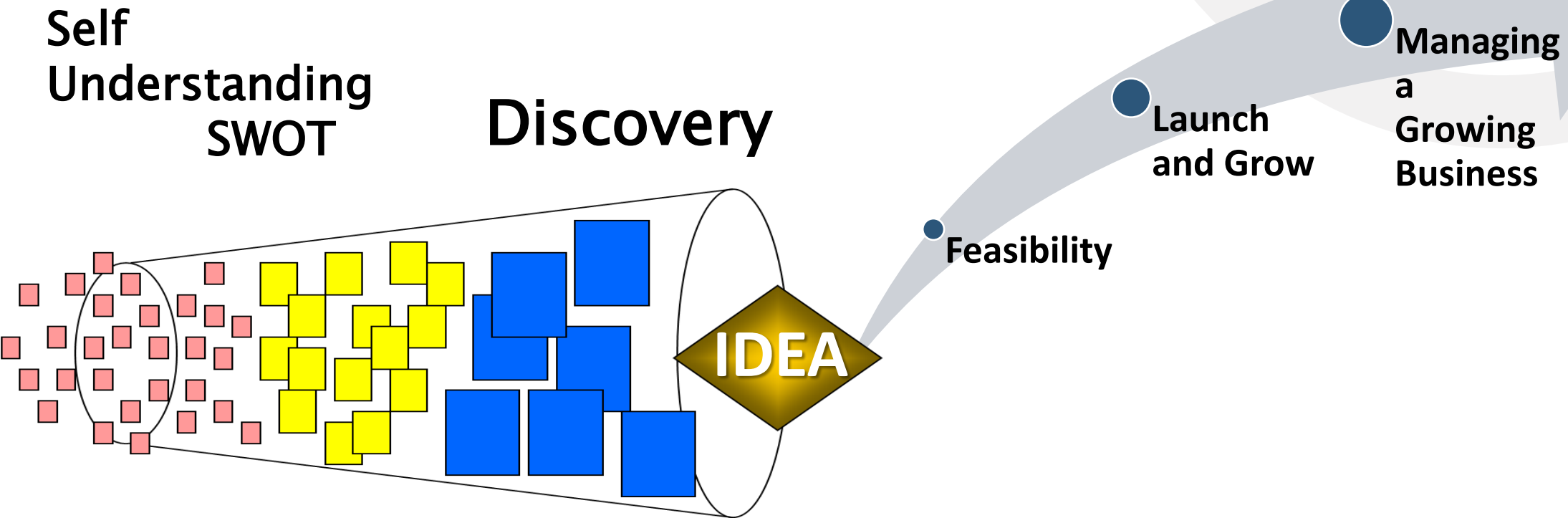


Lean Start Ups & Design *Thinking*



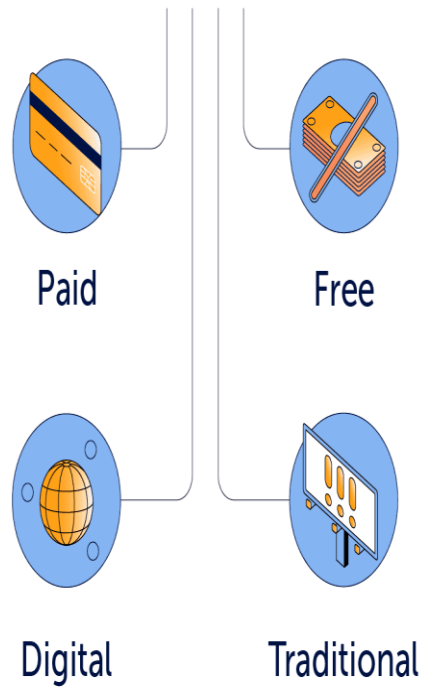


START UP PROCESS “ IDEATION”



“ Ideation “
Creating Idea's

4 Types Of Marketing Channels



Marketing Channels



Radio



Social Media



Catalog



TV



Physical Location



Website



Email



Direct Mail

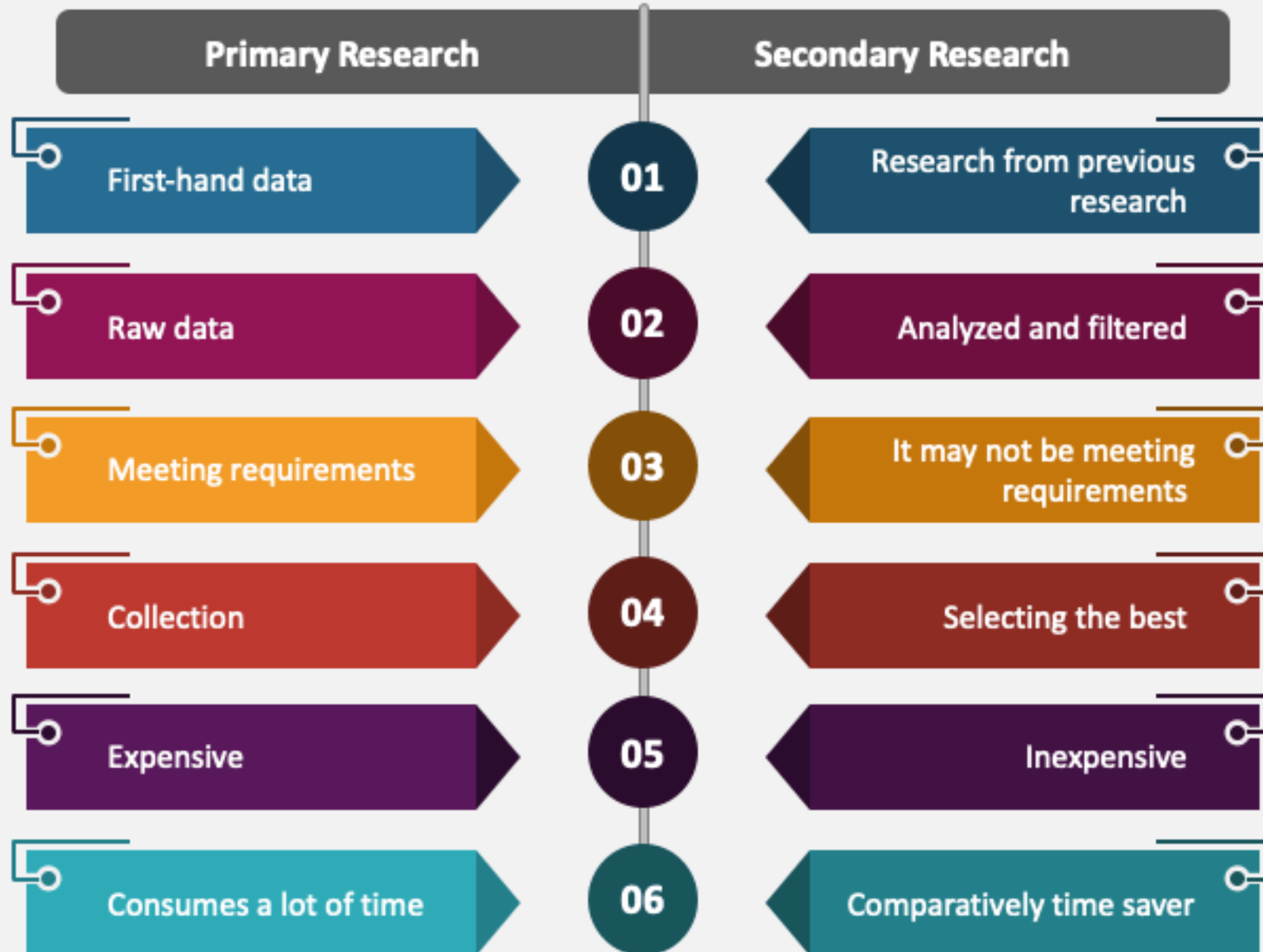


Paid Search

SWOT Analysis



PRIMARY RESEARCH VS SECONDARY RESEARCH





MARKET ANALYSIS



FINANCIAL ANALYSIS



BRAND ANALYSIS



PRODUCT ANALYSIS

BUSINESS RESEARCH

RISK ANALYSIS



COMPETITOR ANALYSIS



DEMAND ANALYSIS



DISTRIBUTION ANALYSIS



How to Conduct A Feasibility Study

Conduct a preliminary assessment.

1

Create a case for support.

3

Evaluate the results of your study.

5

2

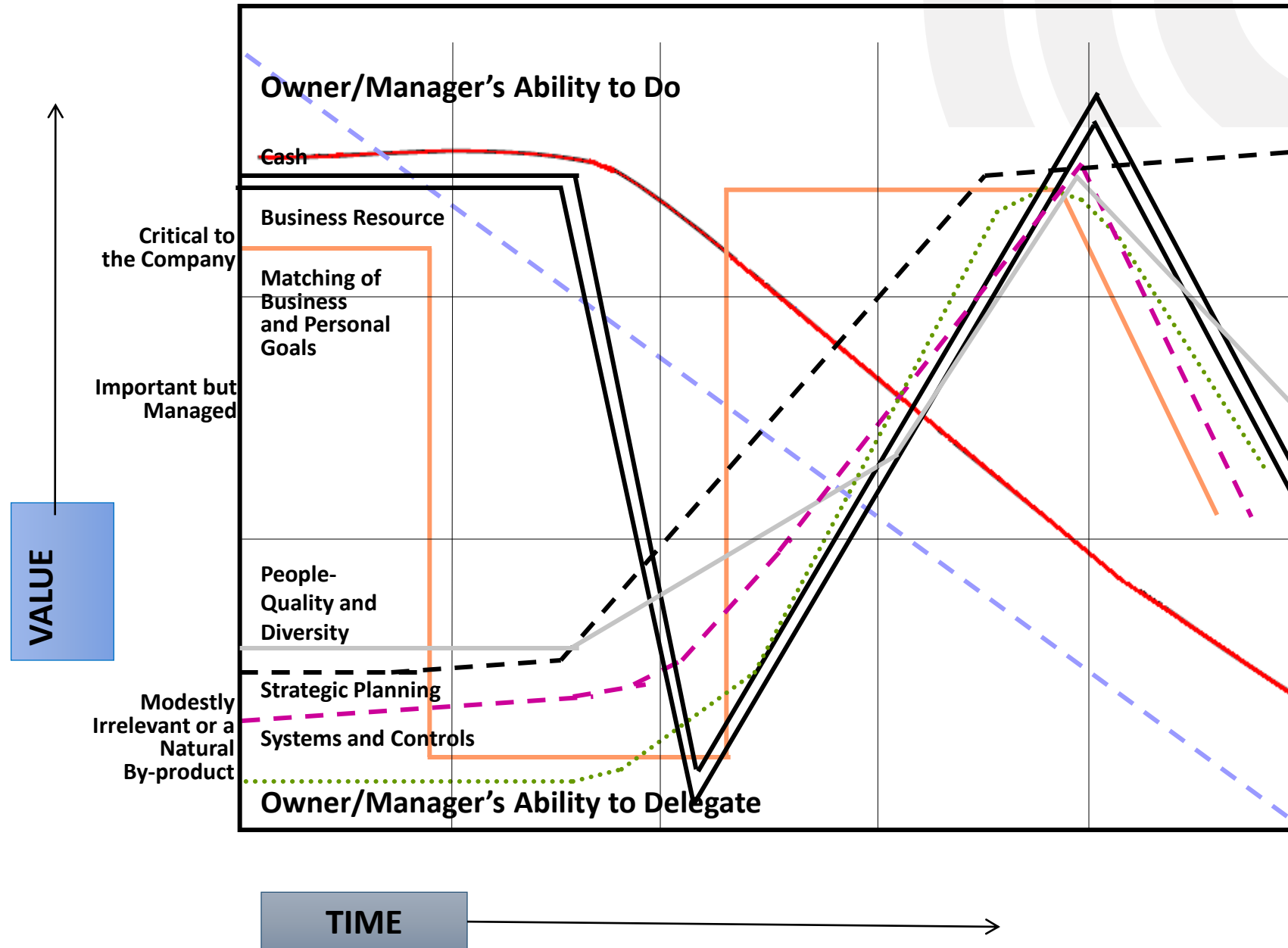
Identify key stakeholders.

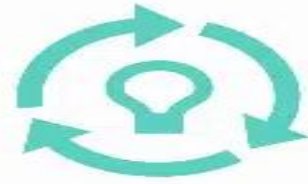
4

Interview key stakeholders and supporters.



REALITY OF NEW IDEA





MANAGEMENT



COSTS



PRODUCTS



REVENUE



COMPETENCIES



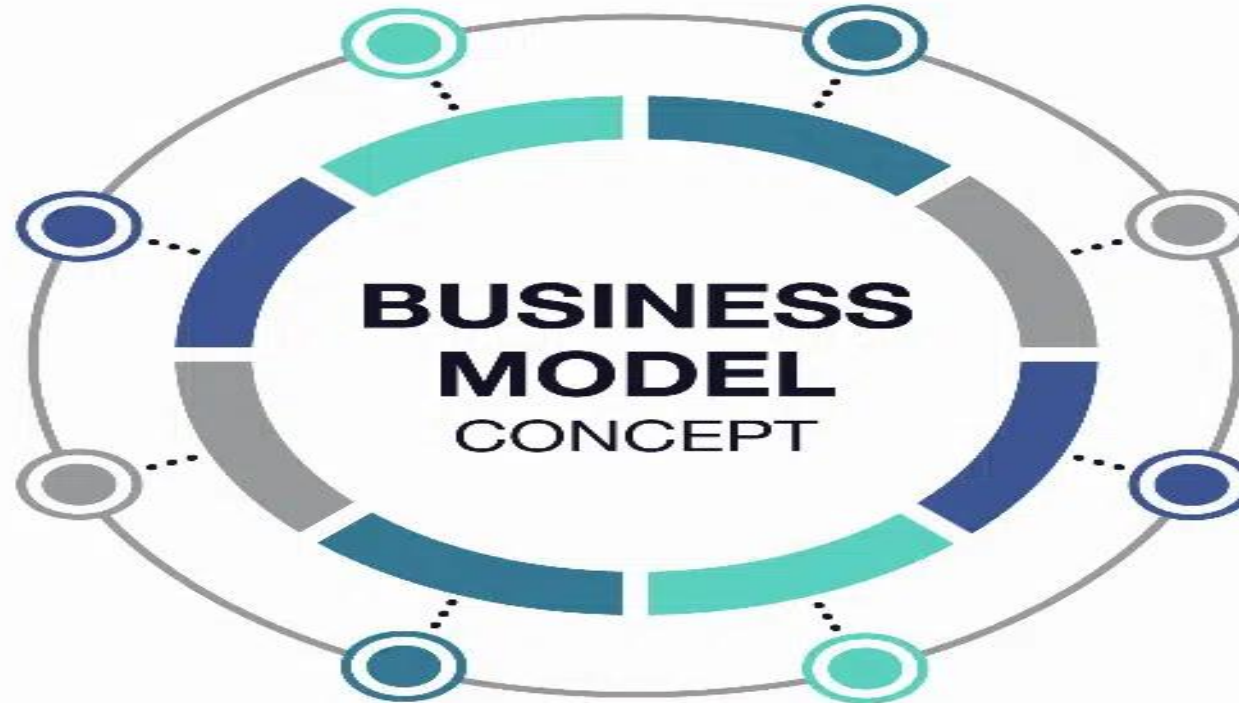
CUSTOMERS



SERVICES



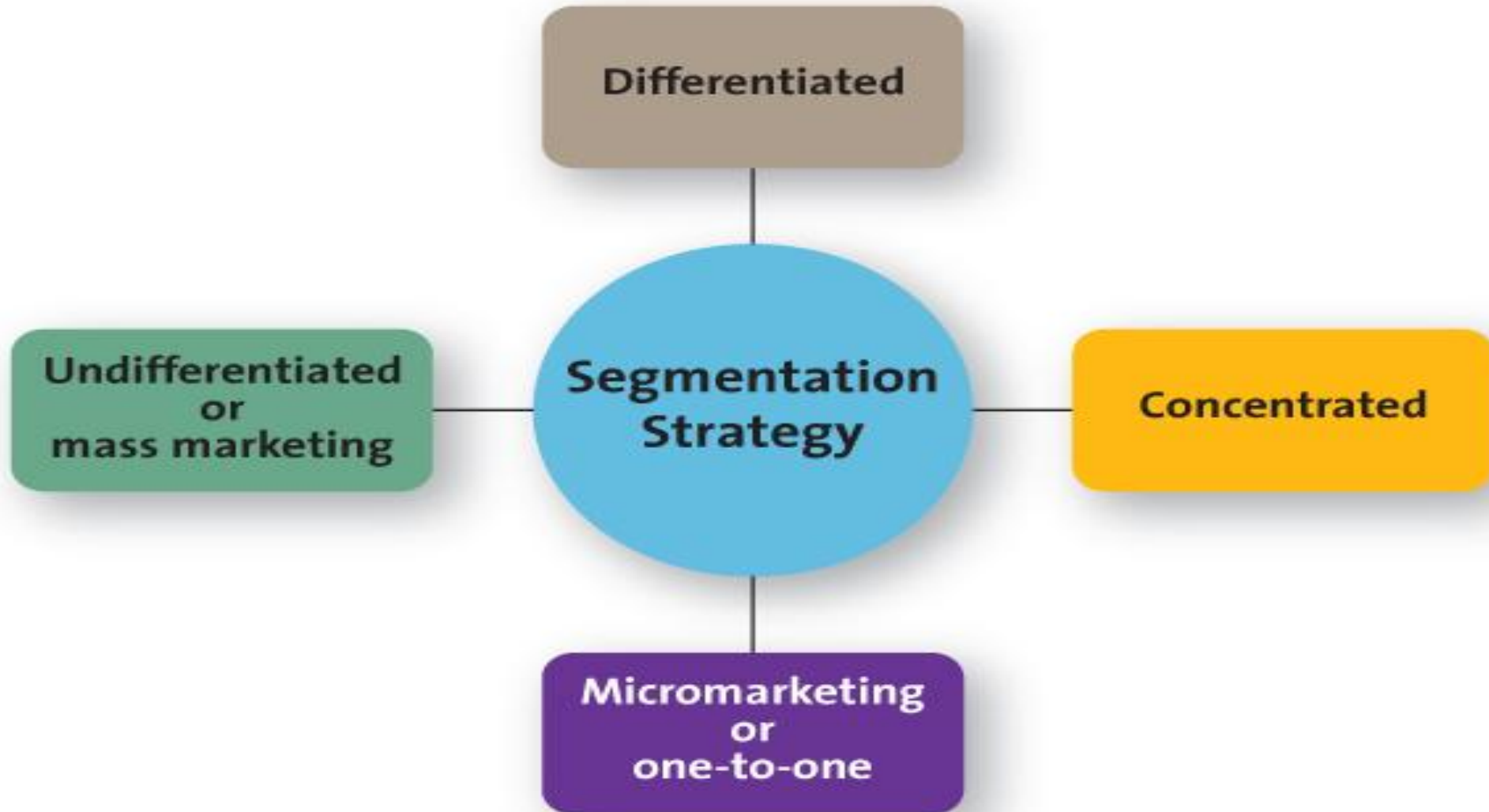
DISTRIBUTION





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SEGMENTATION STRATEGY



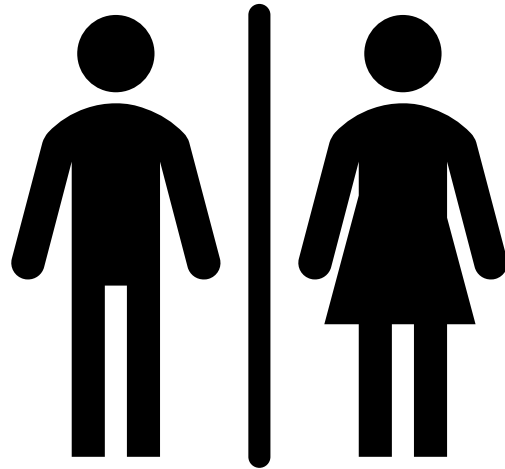
CUSTOMER PROFILE



Age

Male / Female

?????????



PROFESSIONAL

INCOME \$\$\$\$

Health / Medical

Family / Children

ADDRESS

Interests

Customer Persona

Demographics

Individual Identifiers

- Age
- Gender
- Geo-location
- Marriage status
- Kids? Ages?
- Ethnicity
- Education

Socioeconomics

- Job title
- Company details
- Income
- Debt
- Mode of transportation
- Disposable income
- Type of housing



Psychographics

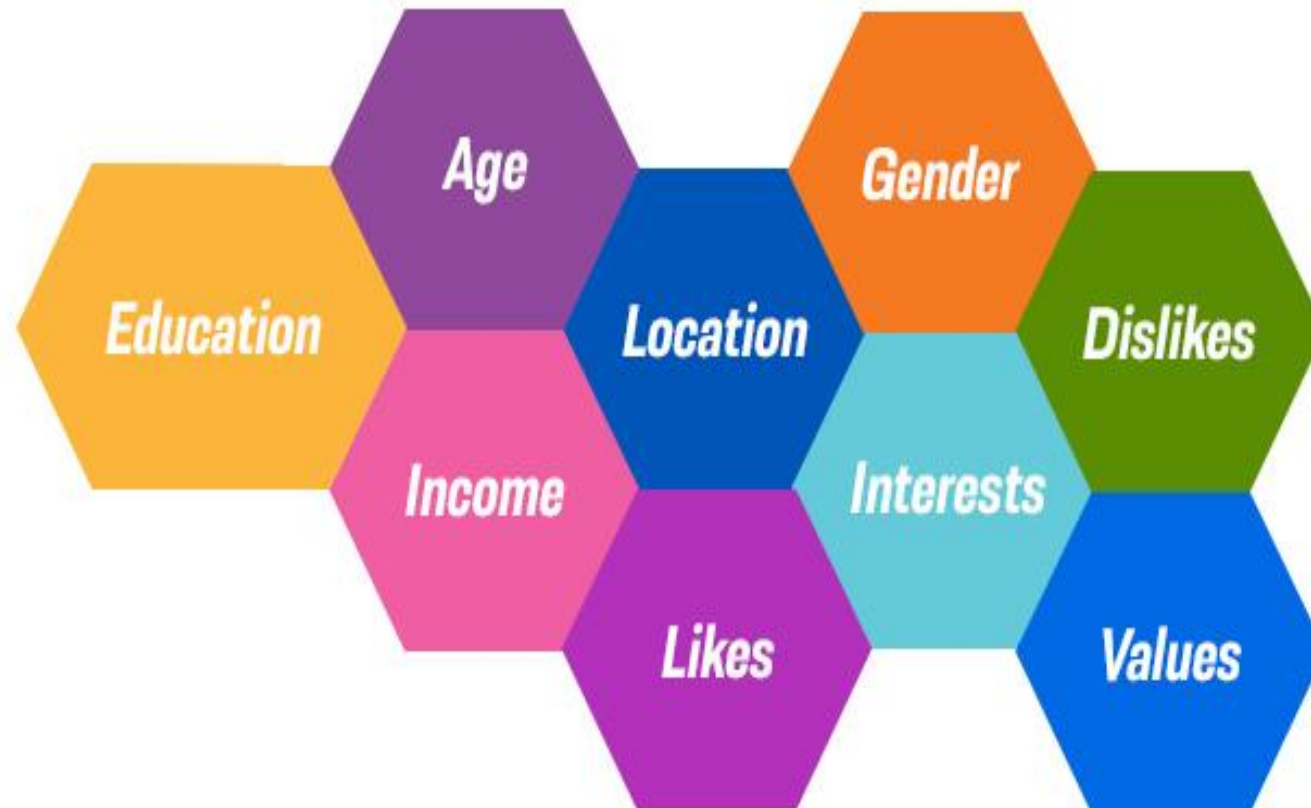
Interests, Passions

- Conferences
- Blogs
- Books
- Movies
- Music
- Influencers

Pain & Gain

- What they want
- What they want to avoid at all costs

What are the 5 most effective customer segments and how do I use them?



UNIQUE VALUE PROPOSITION

