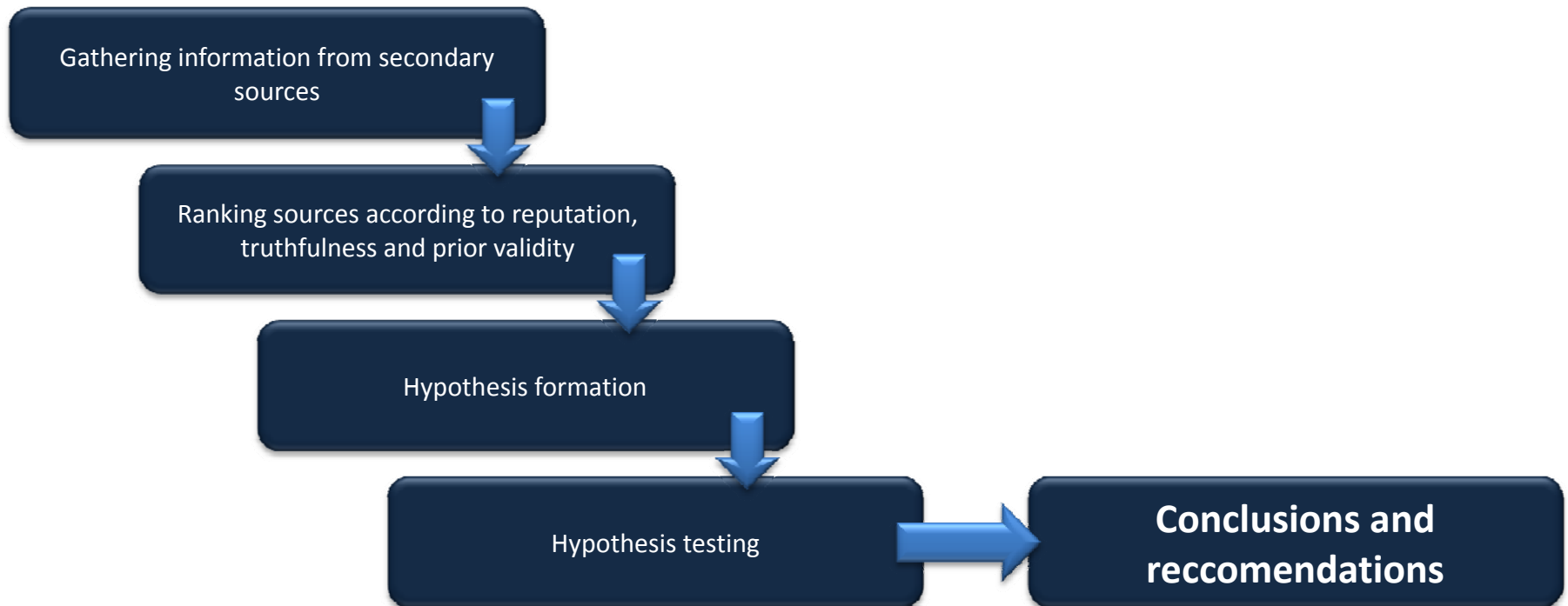




The process





Secondary Sources Analysis

Sources:

- Legislation,
- Governmental and sovereign reporting,
- Governmental publications,
- Official statistics (Ukrstat),
- Customs statistics,
- Population census,
- Specialised institutes,
- Trade organisation's statistics,
- Specialised libraries,
- publications:
Mass-media,
Industrial journals and reviews,
Internet,
- On the record and off the record interviews,
- Internal Sources – Database TM AIN, etc.



Qualitative techniques

Interviews with representatives of associations, ministries, specialised institutions and mass-media.
Interviews with the customer base

Quantitative techniques

Online questionnaires
Telephone interviews
Personal Interviews



Sources of Information

Secondary

Internal sources

- Financial Reports
- Sales Analysis
- Analysis of Suppliers
- Production Plan

External Sources

Business Environment

Open

Mass-Media
The Internet
Governmental Institutions
Industry Associations, etc.

Close

Information from producers, professional organisations, business reference books
Data bases

Primary

Qualitative Techniques

Expert Interview
In-depth Interview

Qualitative Techniques

On-line Questioning
Telephone Interview
Face-to-face Interview
Retail Audit



PEST Analysis

A framework of macro-environmental factors used in the environmental scanning component of strategic management. A strategic tool for understanding market growth or decline, business position, potential and direction for operations.

GAP Analysis

A business resource assessment tool enabling a company to compare its actual performance with its potential performance, consequently establishing new opportunities and factors of competitive advantage



The Ansoff Matrix

A marketing tool which allows marketers to consider ways to grow the business via existing and/or new products, in existing and/or new markets.

Porter's 5 forces analysis

A framework for the industrial analysis and business strategy used to assess the attractiveness of a given, market, good or service, and which is based on the following factors: threat of substitute products, threat of the entry of new competitors, intensity of competitive rivalry, bargaining power of customers, bargaining power of suppliers.



GE/McKinsey Matrix

A nine-cell portfolio matrix showing relative strength and industry attractiveness via strategic business unit analysis.

BCG Matrix

A portfolio matrix of product lines, which enables a business to assess the state and potential of a particular product.



SWOT Analysis

A strategic planning method used to evaluate the Strengths, Weaknesses, Opportunities and threats involved in a project or a business venture.