



RESOURCES & CAPABILITIES ANALYSIS

Instructions: Use this handout to perform a resources and capabilities analysis of your business and/or the industry your business idea is situated in. Recall the PROFIT framework to describe the assets. This exercise will help you to evaluate your company's competitive position and inform your business plan.

P

Physical: Tangible assets such as land or buildings.

R

Reputational

O

Organizational: Companies who organize and manage themselves effectively, efficiently and nimbly

F

Financial: If big capital is needed to either enter the market, or to provide economies of scale.

I

Intellectual: Brain power, the continuing ability to innovate, to react, and to work with wisdom.

T

Technological: Machines, techniques, programs, designs or other assets that can be exploited in the market.

REFLECTION

What utility gaps are you able to identify in the industry (processes, products, or services) related to your business idea?

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How can they be satisfied by the deployment of resources and capabilities that you have or can access?

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