

# Your First Business Analysis

PLEASE SELECT A GOOD/SERVICE THAT YOU ARE INTERESTED IN AND HAS CONSUMER DEMAND. RESEARCH A COMPANY THAT PRODUCES THE GOOD/SERVICE AND COMPLETE A PRESENTATION

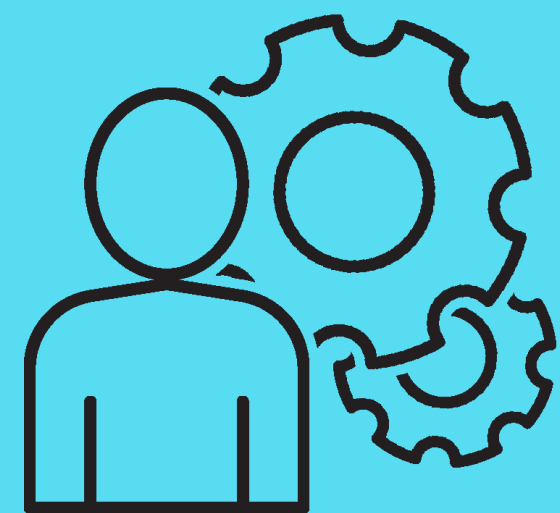


## 1.) THE CONSUMER AND ITEM

- Is the item a good or service?
- Need or a want?
- Where does it fit on Maslow's Hierarchy of Needs?
- Which of the 3 major consumer groups would demand the product?

## 2.) THE PRODUCER

- Who is the producer that supplies the item?
- What sector of industry are they a part of?
- What factors of production are used to provide the item?
- What is their ownership structure?



## 3.) THE BUSINESS CYCLE

- How would consumer demand be impacted by the different stages of the business cycle?
- How would supply be affected by the different stages of the business cycle?
- Who are some business that are directly and indirectly interdependent on this business?

## 4.) SUPPLY AND DEMAND

- Describe the factors that affect supply for your good/service.
- Describe the factors that affect demand for your good/service.
- Do you anticipate demand increasing or decreasing in the future?



## THE PRESENTATION

- Regularly engage with your audience.
- Give them a hook to get them interested and a closing that they will remember
- Use visual aids
- Do not screen read or rely on your notes
- Everyone has their own part and transition smoothly
- Use the 15 minute time limit effectively