

DIGITAL TRANSFORMATION STRATEGIES CLASS WORK

BUSINESS ANALYSIS WORK BOOK

Kindly complete as much of this Business Analysis document as you can. Do not worry if you do not know or have all the answers, simply attempt to complete as much of it as you can about your business or the company you represent.

Part A

Business Name:

Brief Company profile:

Problem worth solving: The Business Opportunity

Our solution / Produts / Services:

Target Market:

Our Competition:

How we are/plan to be different:

**Defining our Customer Segment**

Age Range:

Sex:

Location:

Salary Range:

Specific Interests:

Type of Job:

Marital Status:

Lifestyle:

Education Level:

Home ownership type:

Race/Religion/Culture:

Many more…

**Keywords Relevant to our Business:**

**Potential Digital platforms to target:**

How do you plan to sell your products and/or services? E.g. online, offline, ecommerce etc.

How does your business benefit the local community?