Analysis 1

To work on the business side of the entertainment industry, like being a producer, operations manager at a film/theatre studio, talent agent, etc.

Strengths	**Weaknesses**
-I have a background in musical theatre, and am studying business now, so I am both artistically and strategically minded -I am an effective communicator and am good at handling conflict -I have a likeable and outgoing personality which will make clients automatically trust me more -I am a skilled writer -I am good at seeing the big picture when it comes to goals -I grew up overseas making me more able to interact with different cultures and backgrounds	-I am not very detail-oriented, and it is hard for me to remember the little things -I often have to work through making sure I'm not taking constructive criticism personally -I have to work really hard to use money responsibly
Opportunities	**Threats**
-I am in the process of completing an internship at a film studio as a producing assistant which will make me more marketable for other opportunities -Companies are often looking to hire young creatives -I have several contacts who can vouch for my work ethic…producers, directors, professors, etc. -I have several contacts I can connect with to inquire about job opportunities	-Women are automatically not as marketable and not as respected due to gender-stereotypes, particularly in the business world -With the ongoing development of technology, there are many skills companies may require me to be proficient in that I have not learned, potentially costing me the job

5 year action plan:

Completing this internship is the biggest step in my current plan, because it has already provided me with so many opportunities to meet people in the industry doing certain jobs I am already interested in. Next, I will reach out to some of the contacts that peeked my interest the most and inquire about job opportunities that I can do for them while completing my education. I will then complete my business degree while working in the industry, and will climb the ladder as opportunities present themselves. Completing the degree will also make me more likely to be able to ask for a higher salary.

<u>Analysis 2</u>

1. Analyze the structure of this industry according to Porter's five forces model.
   - According to Porter's Five Forces Model, the following forces determine the competitiveness of an industry:
     - Threat of New Entrants: The online tutoring service industry has relatively low barriers to entry, making it easier for new entrants to join the market. However, the presence of established players and the need for substantial investment in marketing and technology might deter some new entrants from joining the industry.
     - Bargaining Power of Suppliers: In this industry, the suppliers are the tutors. With a large pool of qualified and experienced tutors, suppliers have low bargaining power. The business can easily find new tutors to replace existing ones if they become unreliable or ineffective.
     - Bargaining Power of Buyers: The buyers in this industry are students and parents. They have high bargaining power because they can choose from various online tutoring services or hire local tutors. They can also compare prices and quality of services easily and opt for the most competitive offers.
     - Threat of Substitutes: There are many substitutes available, such as tutoring services offered by schools, universities, or non-profit organizations. In addition, there are many online resources available to students for free, such as Khan Academy, and others.
     - Rivalry among Competitors: The competition in this industry is intense. Many established companies like Princeton Review, Kaplan, and many online tutoring service agents like tutor.com, offer similar services. Therefore, competition is based on pricing, quality of services, and brand recognition.
2. Given your analysis was done in step 1, recommend a competitive strategy for the startup.

- ○ Based on the industry analysis, the competitive strategy for the startup can focus on differentiation. The startup can differentiate itself by providing a more personalized and customized experience to the students and tutors. This can be achieved by offering a wider range of subjects and specialized tutors with different teaching methods. Additionally, providing extra support like study materials and personalized feedback can help the startup stand out from its competitors.

3. Describe the primary value chain activities as they apply to this business.

- ○ The primary value chain activities for this business include inbound logistics, operations, outbound logistics, marketing and sales, and service. Inbound logistics involve sourcing and recruiting tutors to the platform, collecting their credentials and experience, and organizing their profiles. Operations involve matching tutors with students based on their needs, subject, and availability. Additionally, it includes providing tools and resources for tutors to deliver the best quality of tutoring services. Outbound logistics involve collecting and processing payments from students, taking a commission, and disbursing the remainder to the tutors. Marketing and sales involve promoting the business to attract both students and tutors to the platform. Finally, service involves providing support and assistance to both students and tutors in case of any issues or challenges.

- ○ https://www.techtarget.com/searchcio/definition/value-chain#:~:text=The%20value%20chain%20framework%20is,technological%20development%20and%20company%20infrastructure

4. Describe a business process for recruiting students and tutors.

- ○ One of the steps is registration, where students and tutors need to register on the platform, providing basic personal information and their areas of interest. Next, matching, where the platform matches students with the most suitable tutors who meet their needs. The third step is scheduling, where once a match is made, the tutor and student arrange a schedule for the tutoring session, which can be done online or in person. The fourth step is payment, where students pay for the tutoring session, and the business takes a commission from the fee. Finally, feedback and review, where after the session is completed, students and tutors can provide feedback and review each other's performance.

5. Describe other information systems that could be used to support the business process in step 4.

   ○ Firstly, a registration and profile management system can enable students and tutors to register on the platform and manage their profiles. Secondly, a matching and scheduling system can use algorithms to match the most suitable tutors with students based on their preferences and availability. Additionally, the system can enable tutors and students to schedule their sessions at a time that suits them both. Thirdly, a payment system can be integrated to enable students to pay for the tutoring services and for the business to take a commission from the fee. Finally, a feedback and review system can be implemented to enable students and tutors to provide feedback on their experiences and to help improve the quality of the services provided. By implementing these systems, the business can efficiently manage its value chain activities and provide a better service to both students and tutors.

6. Explain how the process you described in step 4 and the information systems you described in step 5 to reflect and achieve your competitive strategy recommended in step 2.

   ○ To achieve the recommended competitive strategy of providing a high-quality, personalized, and affordable tutoring service, the business process for recruiting students and tutors needs to be optimized. This process, as described in step 4, includes registration, matching, scheduling, payment, and feedback. Information systems, as described in step 5, can support this process and enable the business to provide a personalized, efficient, and secure service. By optimizing its business process and information systems, the business can deliver a unique value proposition that differentiates it from competitors and meets the needs of both students and tutors.