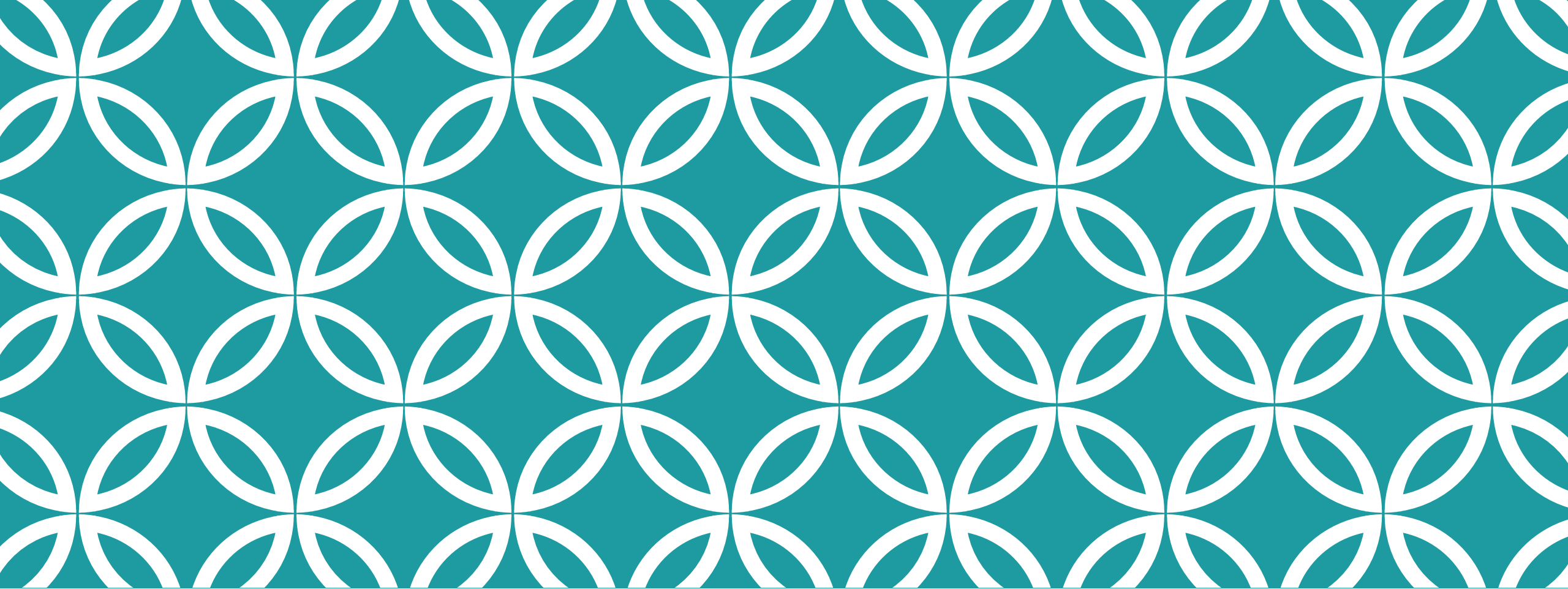




# PRIORITISING MY BUSINESS

Helen Murphy

What resources do I need  
for my development plan?



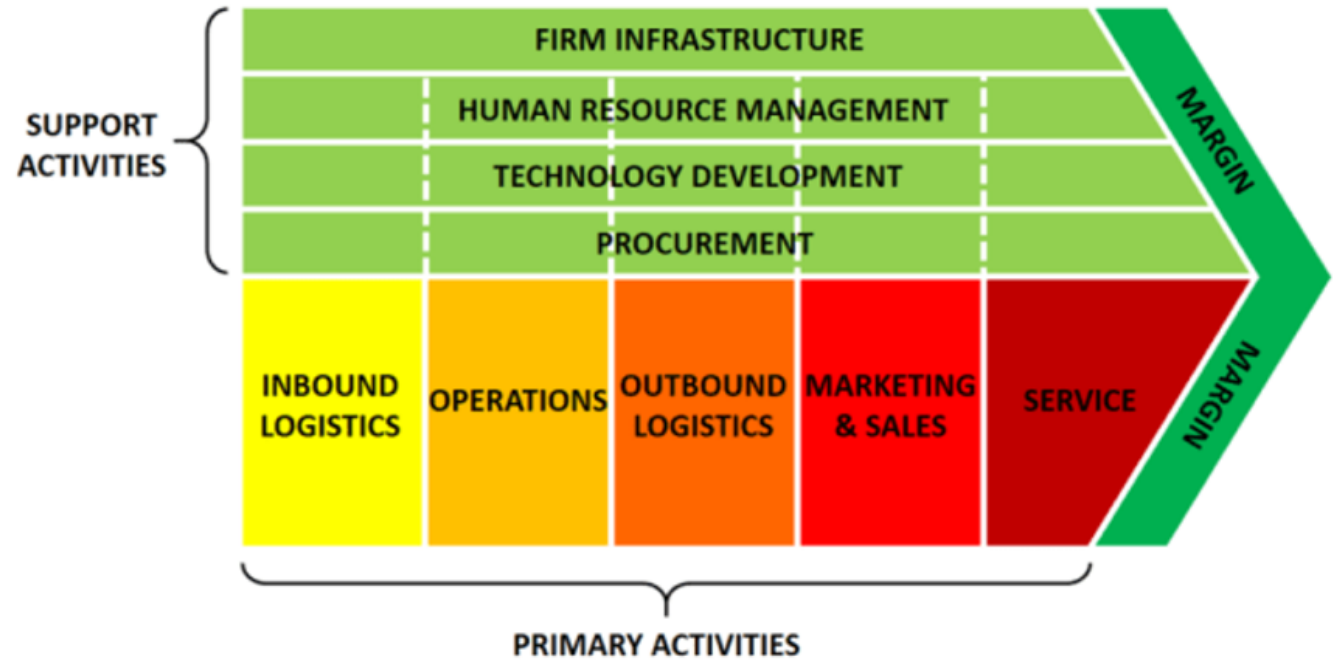
# ANALYSIS MODELS



# VALUE CHAIN

WHERE ARE YOU IN YOUR VALUE  
CHAIN?  
WHAT NEEDS TO CHANGE FOR  
THE 'NEW NORMAL'?

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# INTERNAL & EXTERNAL ANALYSIS

Use this SWOT analysis framework to:

1. Analyse your business
2. Using the same analysis review your nearest competitors
3. It will show you where the market opportunities will be and where your market is currently not being serviced. i.e. the market gap.

## SWOT ANALYSIS

S	W	O	T
<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>
Internal factors that give you an advantage	Internal factors that work to your disadvantage	External factors that pose opportunities	External factors that pose threats
<i>Examples</i> <ul style="list-style-type: none"><li>● Brand reputation</li><li>● Access to skilled staff</li><li>● Company culture</li><li>● Industry relationships</li><li>● Location</li></ul>		<i>Examples</i> <ul style="list-style-type: none"><li>● Number of alternatives</li><li>● Demand</li><li>● Availability of financing</li><li>● Cost of raw supplies</li><li>● Political climate</li></ul>	

# PORTER'S FIVE FORCES

Analyse your business using the model to understand where you can use your business assets to respond to the situation right now.

Having completed your customer research and competitor analysis.

## Threat of New Entry

- Time and cost of entry
- Specialist knowledge
- Economies of scale
- Cost advantages
- Technology protection
- Barriers to entry

Threat of New Entry

## Competitive Rivalry

- Number of competitors
- Quality differences
- Other differences
- Switching costs
- Customer loyalty

Supplier Power

## Supplier Power

- Number of suppliers
- Size of suppliers
- Uniqueness of service
- Your ability to substitute
- Cost of changing

Competitive Rivalry

Buyer Power

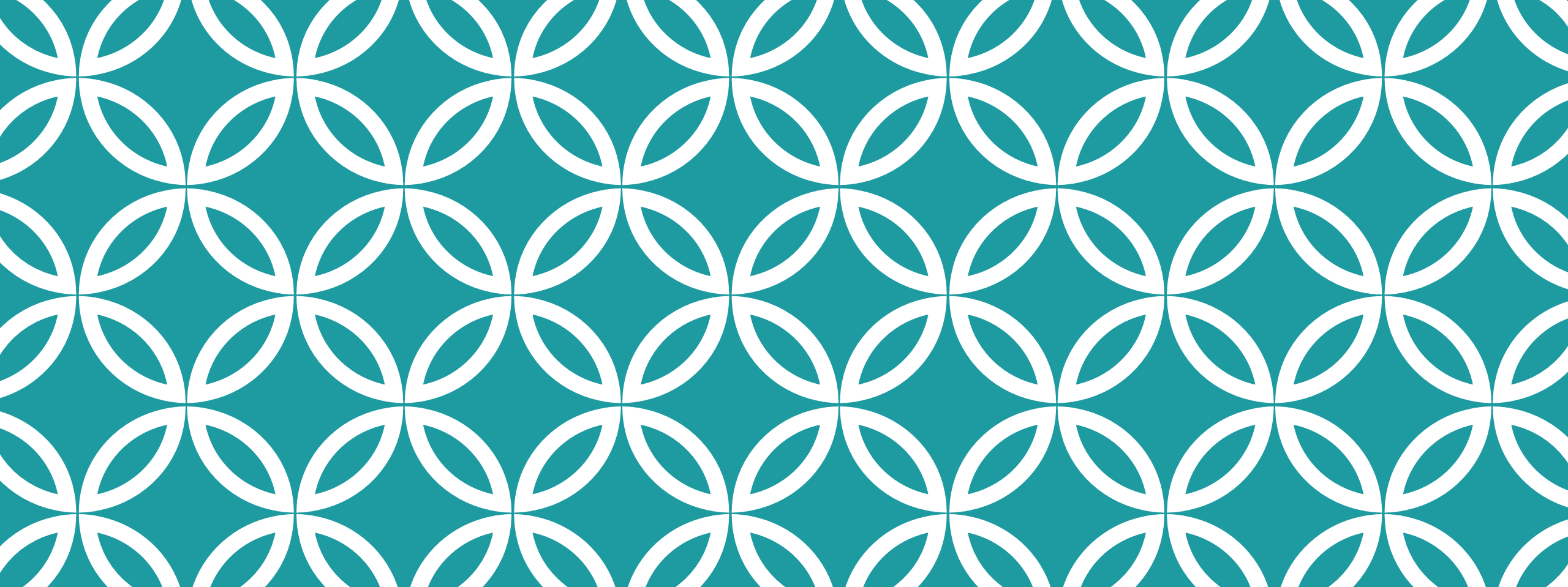
## Buyer Power

- Number of customers
- Size of each order
- Differences between competitors
- Price sensitivity
- Ability to substitute
- Cost of changing

## Threat of Substitution

- Substitute performance
- Cost of change

Threat of Substitution



**WHAT IS THE MARKET SAYING?** |

# CONSUMERS AND COVID-19: LESSONS EUROPE CAN LEARN FROM CHINA — MINTEL

## From Stockpiling Dried Goods To A Resurgence Of Home Cooking

- Focus on fresh ingredients
- Eat as well as possible to keep healthy

## A Step Change In Distribution Patterns

- Online grocery shopping no longer a niche option
- Older generation now utilizing the distribution

## **Improvisation and agility will be crucial in the coming months**

### Creating bonds between brands and their customers

- Well over half of the consumers surveyed by Mintel said that the outbreak had made them feel closer to their local shops.

### Doing the right thing, for the right reasons

- The businesses that support and protect the broader community, and who deal with the crisis sympathetically and transparently, will gather goodwill that will last far longer than this initial phase of the crisis

### It's Hard To See Now, But This Crisis Will Pass

- Inevitable impact on lives and livelihoods

# REAL-TIME 'RECESSIONARY' RESPONSE

MINTEL 2020



'business to adopt a "wait and see" attitude or wait until things return to some semblance of normal. Consumers, on the other hand, aren't waiting; they're acting and changing in real time.'



Business needs to recalibrate with them



# CONSUMER TRENDS THAT WILL STAY AFTER PANDEMIC

## **Time-tested brands will shine**

As consumers change to adopt new behaviors and habits, they're sticking by the brands they've long trusted to get them through and beyond the crisis.

## **DIY gains ground**

- "You're seeing more people being more self-reliant,"

## **Comfort with digital offerings**

## **Flexible work arrangements**

## **Safety wins over privacy**

Adage,2020



# TRENDS | KEY TAKEAWAYS

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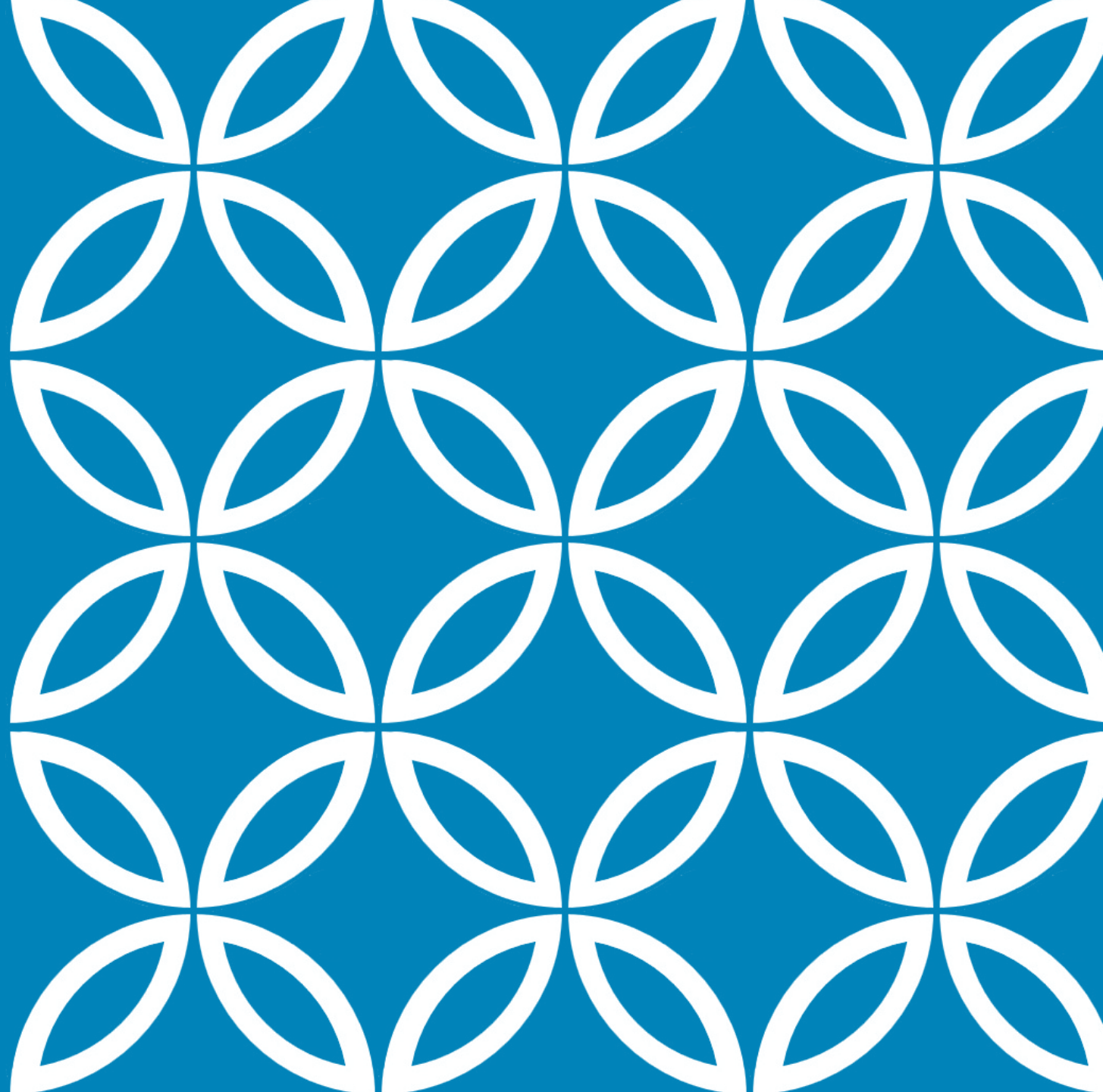
Use these trend Summary points to develop your actions for your business:

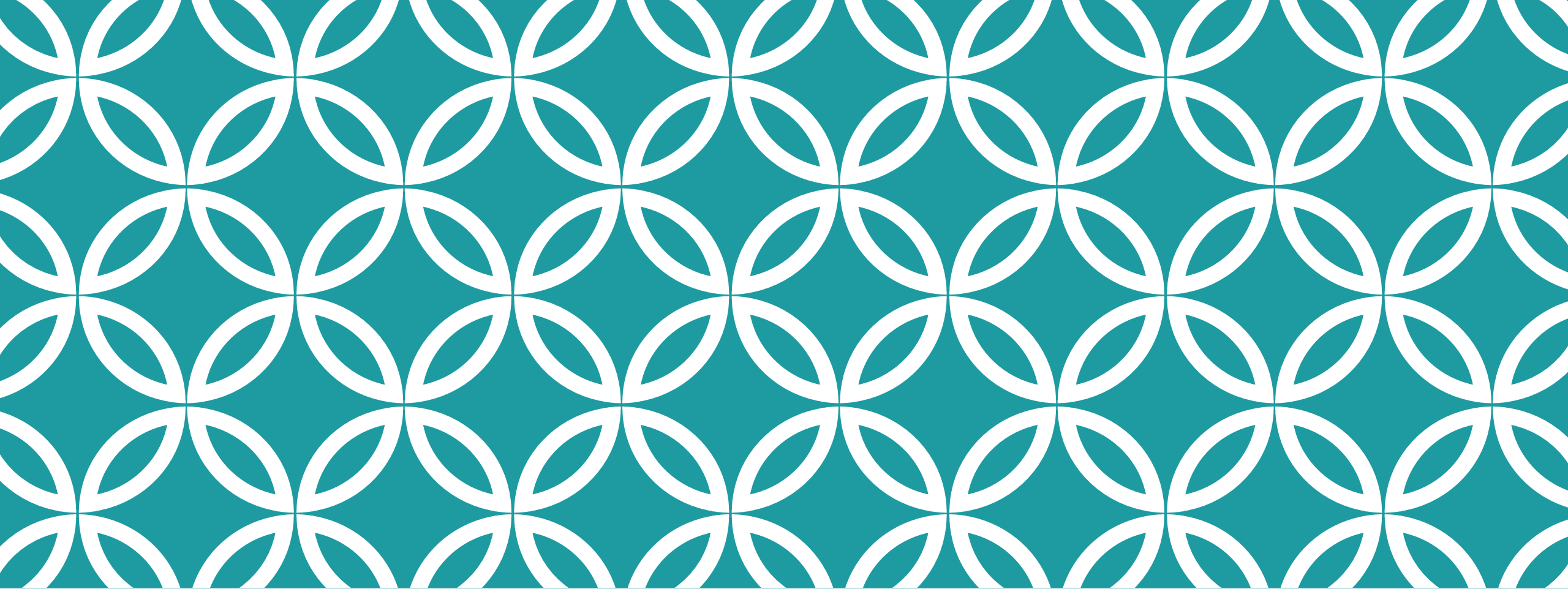
Those who act now will benefit the greatest

Consumers now more comfortable online, this holds for all markets. Unlikely to change in the 'new normal'

Local is winning over global

People are more self reliant





**ACT RIGHT NOW | EXAMPLES** |

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# RAPID ACTION PACKAGING

Changed their production from sandwich packaging to using same material to make visors



People across the city are still getting used to working from home but a Dublin company has created the perfect companion to make things go a bit more smoothly.

**FLYING ELEPHANT**

Dublin events-based company managed to pivot quickly to save their business.

To make WFH desks and now have developed affordable sanitation solutions.



## Horkans Covid-19 Update: Behind the Scenes

# HORKANS GARDEN CENTRES





# STABLE OF IRELAND - GNY

Developed Travel Masks

Sold out within days

Picked up nationwide media coverage due to a giving back initiative:

GNY – GiveYour Neighbour

Utilising their USP Irish Linen which has antibacterial properties

The Travel Masks - Irish Linen Face Mask

€20

Sold Out

[SIZE GUIDE](#)

[DESCRIPTION](#)

[DETAILS](#)

[DELIVERY](#)

**So sorry, we are currently sold out again due to huge demand. \*\*  
NEXT RESTOCK FOR ONLINE ORDERS; FRIDAY 8th MAY 9AM IST**

# BERNIE MURPHY

Slip knot head bands.

Used consumer insight that hairdressers not available as a result hair roots are an issue and are on display.

Create a solution.







Microsoft | Mail - He | https://do | Launch M | Ad Age 5 consum | Suppo

facebook.com/the-village-greengrocer-foodhall-124582754234318/

Apps | YouTube | Maps | News | Gmail | New Tab | watch The Favourit... | Putl

the village greengrocer & foodhall

Like | Follow | Share | ...

19

Like | Comment

Write a comment...  
Press Enter to post.

**the village greengrocer & foodhall**  
April 27 at 6:49 PM · 🌐

**the village greengrocer & foodhall**  
April 23 at 8:31 AM · 🌐

Another week of lockdown nearly done !!!

Thank you to everyone for their custom and support through

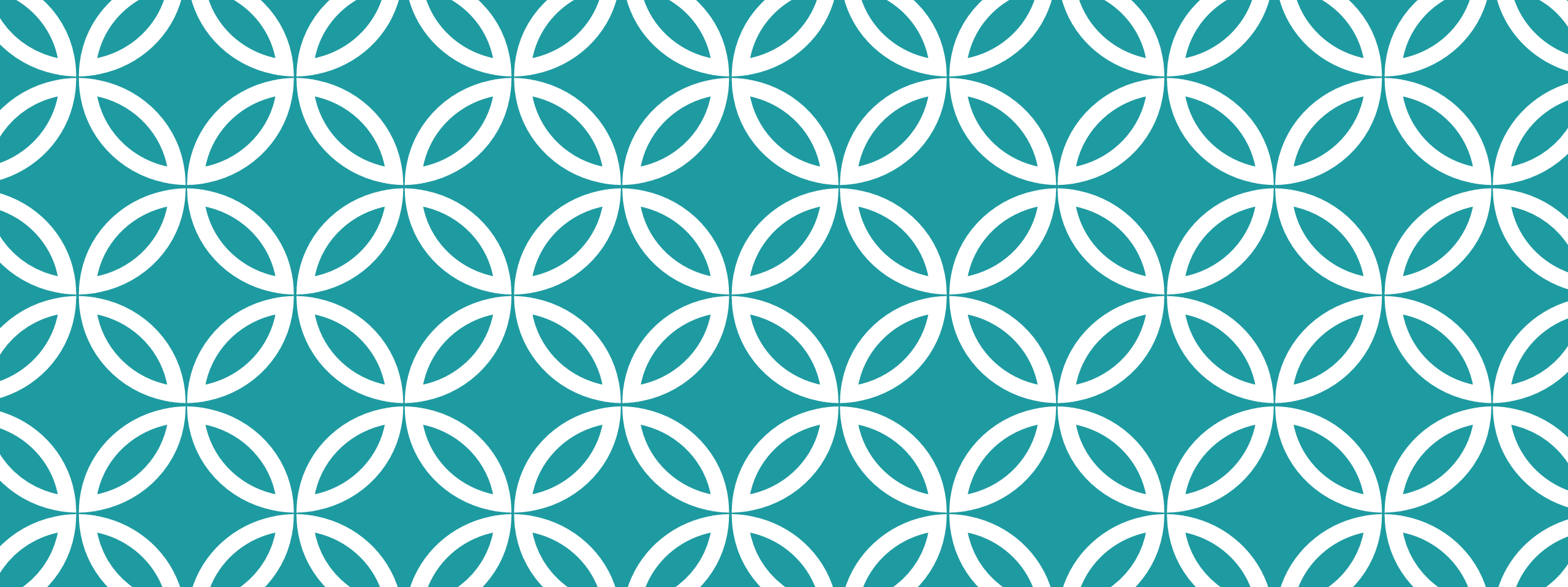
Don't forget we can deliver your groceries to your door and a order to go with it from cliffords all you need is your card deta code for delivery order before 3pm for next day delivery

Also a order can be rang in for collection

RAP pic.webp | RAP - pic.webp

Type here to search

# THE VILLAGE GREENGROCER



# TRADING PLATFORMS

A solution for  
independent traders

MARKETS

HOW IT WORKS

BECOME A PRODUCER

BECOME A HOST



Rectangular Snip

# HOW IT WORKS

new, simple way to buy the best quality food from your local farmers and fo

NEIGHBOURFOOD | MIDLETON  
FARMERS MARKET

Middleton Farmers Market with 34 food producers went from a physical market to online within 2 weeks by using an existing platform.

Every week, there are two collections, each food producer has their own page and can sell their won produce to order.

Click and Collect for the Customer.

# BEZZU

Irish Fashion platform for  
Independent stores.

440 stores with over 8,800 items  
joined in in first week of trading.



## Hundreds of independent fashion stores

One amazing app. Bezzu. Let's change online shopping for good.

[Get The App](#)

# FLIPDISH — RESTAURANT MARKET

Irish owned and developed online ordering system for Restaurants.

To create your own branded food ordering website.

Products Business Types Pricing Customers +353 1 697 2801 Login [Get started](#) [We're hiring...](#)

Rectangular Snip

## Online Ordering System for Restaurants

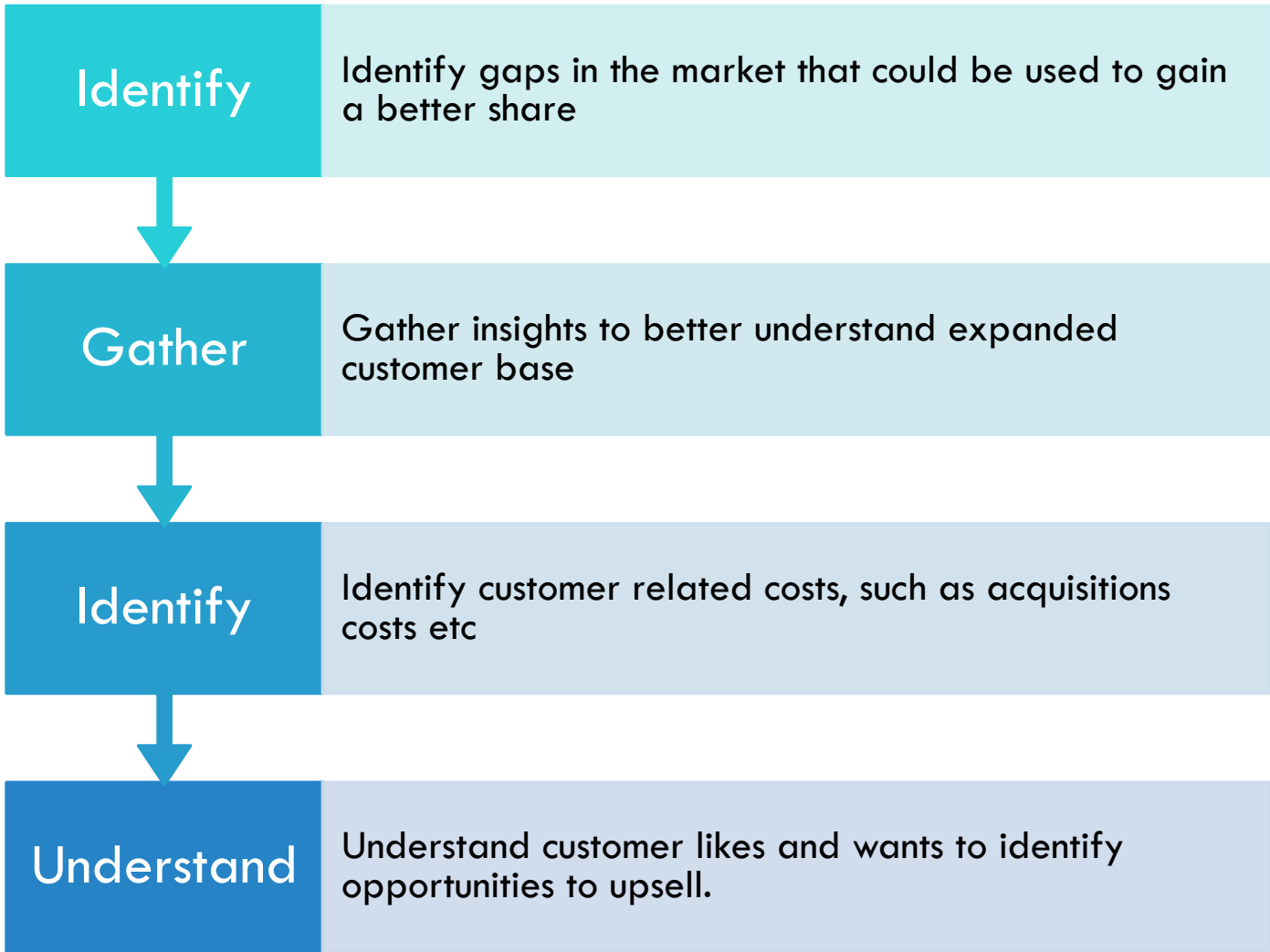
It's got your name on it

Create your own branded food ordering website in minutes.

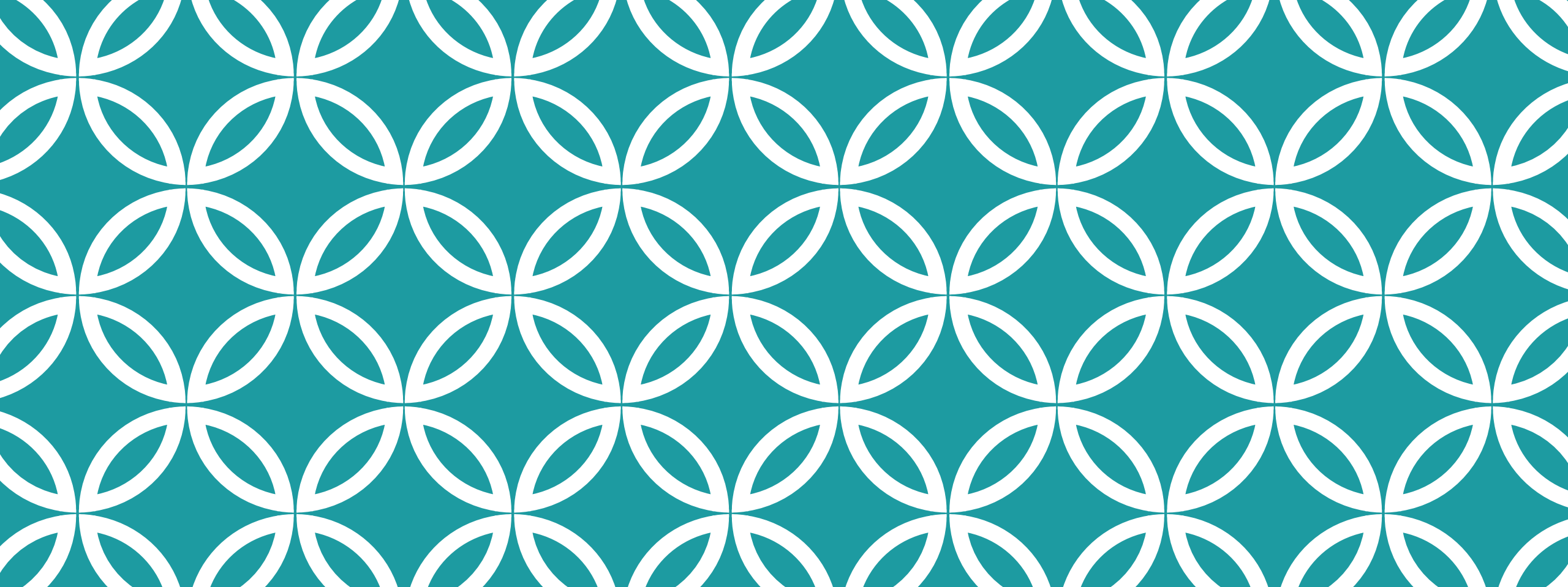
[Talk to sales](#)

3

Reports  
Date: Today (01/01/2019)  
Total sales: 153,025  
Accepted orders: 4632  
Total sales: 420000  
Accepted orders: 4632



GETTING  
ONLINE |  
INITIAL  
RESEARCH




# GETTING ONLINE THE FIRST STEPS




# SELLING ONLINE | FIRST STEPS

Create a detailed inventory of all online platforms, digital, including websites, blogs & social media accounts.



Your digital marketing strategy should utilise the most current platforms and be informed by the Day One branding messages and strategy



All the Social Media messaging, posts & website updates should be developed and shared in advance to develop awareness.





Review all agreed plans to see if the campaign is still relevant



Ensure that Day One advertising campaign communicates the value and advantage of product and launch



Create parallel campaigns to counteract customer migration with discounts or gift

# PROMOTING ONLINE



# LINKS TO RESOURCES AND FUNDING

# SOME TOOLS AND SUPPORTS FOR SMES

## **Tools and supports available to Irish Businesses.**

**Local Enterprise Office:** Covid 19 response here – of special interest is the online trading voucher. <https://www.localenterprise.ie/Portal/response/COVID-19-Pandemic-Business-Response.html>.

**Enterprise Ireland Business Response – COVID-19:** a comprehensive resource - <https://globalambition.ie/supports/>

## **Google**

<https://support.google.com/business/answer/9773423?hl=en>

## **Facebook Small Business Resource Hub:–**

<https://www.facebook.com/business/boost/resource>