

Name: _____

Matr.-Nr.: _____

It starts with the opportunity:

Opportunities that address needs:

Def. 10.2.1, 10.2.2: Business opportunities represent all needs that a competitor or future competitor does not intend to meet but that other companies believe can, adding an individual company's resources upon identifying and evaluating all relevant opportunities. (textbook and 1 lecture)

- 1) Address the general perception of needs that competitors or future competitors do not intend to meet
 - a) Customer behavior
 - b) Ability to implement responses
 - c) Opportunities upon knowing
 - d) Technology in markets

Business opportunities address needs a company has perceived but is unable to implement responses. Based on opportunities, a company creates products.

Example opportunity

a. The basic perception of needs from the idea to the market was recognized at that time (energy-related change in behavior for companies)?

- 1) probably
- 2) high customer need (related power generation system)
- 3) high customer interest
- 4) needs a funding point in time

b. The fact (perception) of needs from the idea to the market was already sufficiently identified (methodically)?

- 1) future technologies are recognized already
- 2) future technologies are already used
- 3) future technologies are partly tested
- 4) future technologies can partly support other needs

Def. 10.2.10: A business opportunity focuses on specific needs of knowledge for strategic change, technology, products, and development within a 3d opportunity. (textbook and 1 lecture)

- 1) Business is perceived based on a specific need of knowledge (technical solution)
- 2) This opportunity shows the need to add using today's technological knowledge
- 3) Knowledge of technical development
- 4) Development

Physical Science Honors Exam

S Ashworth



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