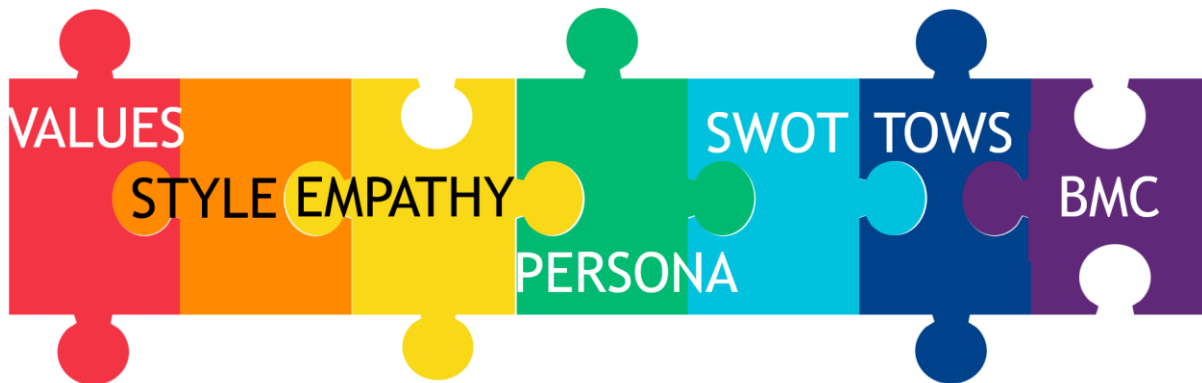
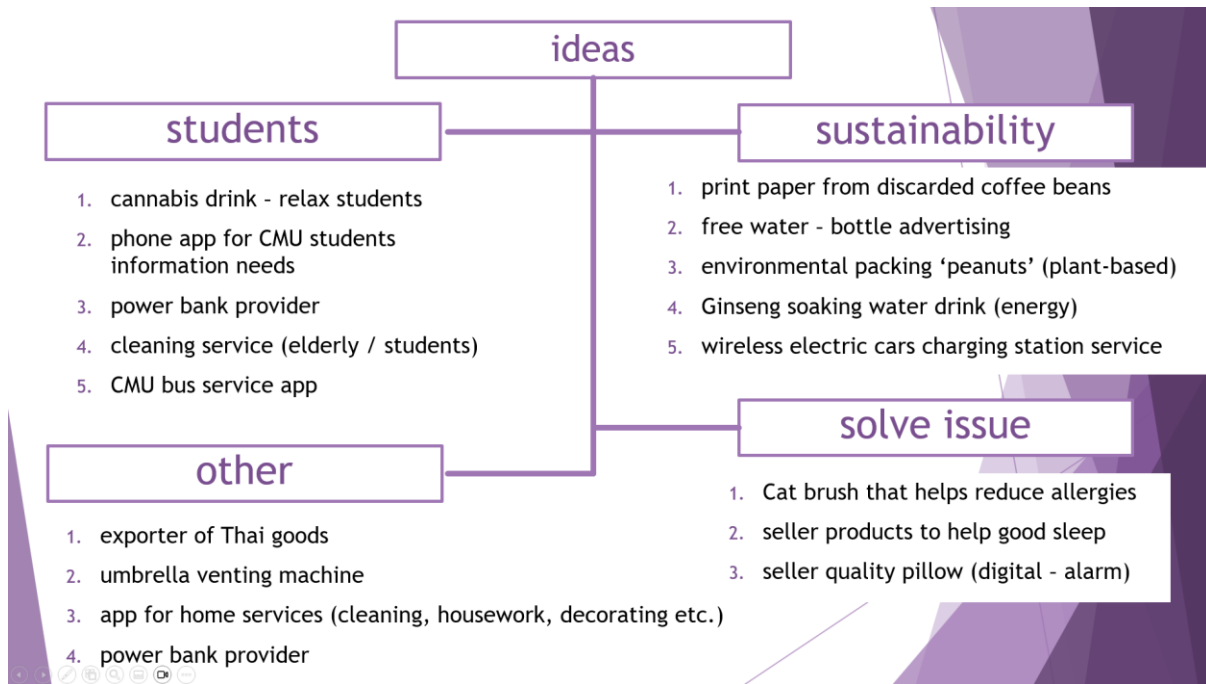


Innovation business

Business models and Ideas

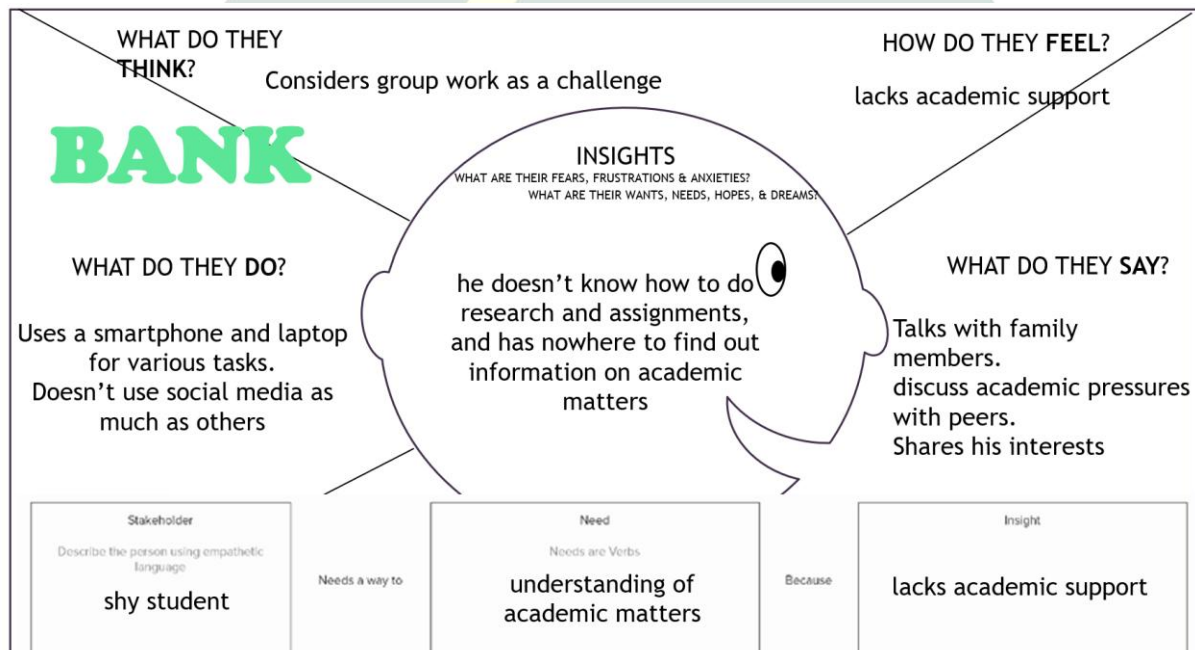
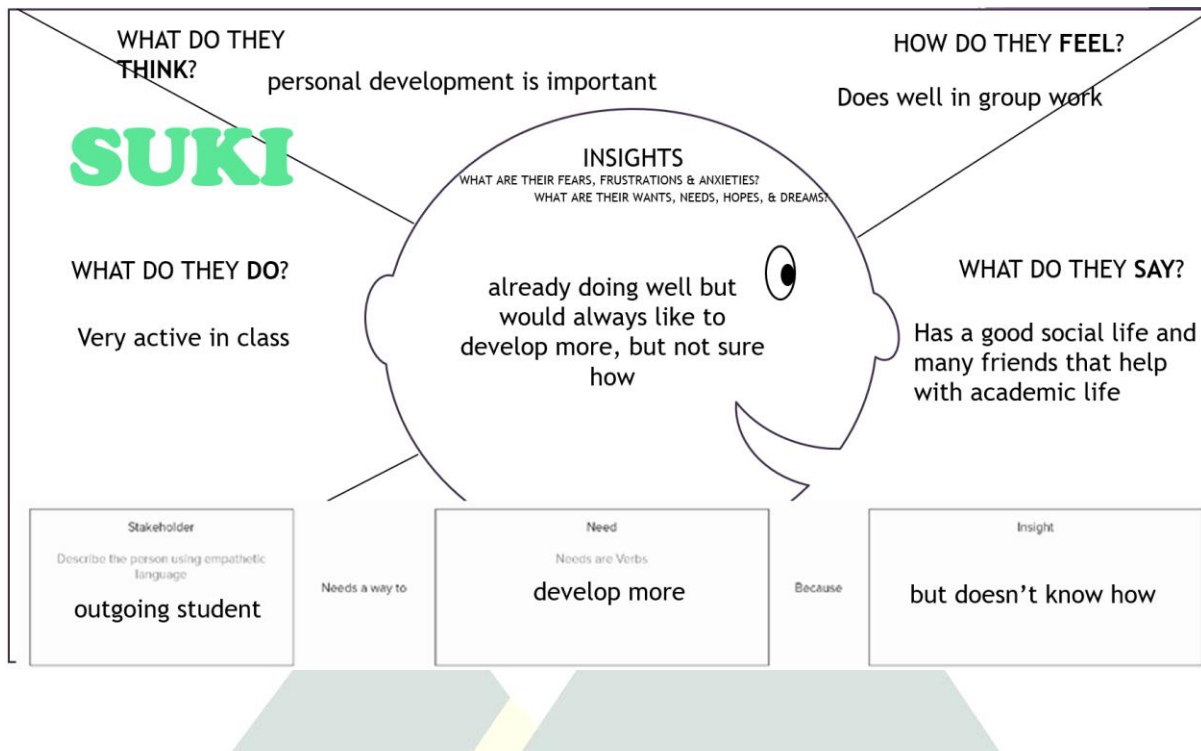


Values



Styles is leadership styles – not included

Empathy maps



Personas

SUKI
University Student

Age: 21
Education: High-quality
Background: Middle-Class

**EXTROVERT
RISK-TAKER
PROACTIVE**

Hobbies: Enjoys painting, hiking, and volunteering

ATTITUDE & VALUES
Values having many friends, places high importance on being environmentally conscious.

GOALS
Short-term goals include excelling academically; long-term a career in environmental conservation.

CHALLENGES
Balancing social life with studies and managing time effectively.

PAIN POINTS
Difficulty with complicated assignments.

DATA	DECISION MAKING	EMOTION
PERSONAL	COMMUNICATION	DIGITAL
LEARNING	TIME ALLOCATION	SOCIAL
LOW	TIME SOCIAL MEDIA	HIGH

BRANDS
D&G, CHANEL, STARBUCKS

DEVICES & PLATFORMS
Smartphone, Laptop, Instagram, TikTok

BANK
University Student

Age: 21
Education: Standard
Background: Thai

**FAMILY-ORIENTED
QUIET
SUPPORTIVE**

Hobbies: Swimming, reading, eating and sleeping

ATTITUDE & VALUES
Values family and being close to family

GOALS
Leave university with a pass
Long-term to be happy

CHALLENGES
Being away from family

PAIN POINTS
Find it difficult to do group work and socialize

DATA	DECISION MAKING	EMOTION
PERSONAL	COMMUNICATION	DIGITAL
LEARNING	TIME ALLOCATION	SOCIAL
LOW	TIME SOCIAL MEDIA	HIGH

BRANDS
dtac, true

DEVICES & PLATFORMS
Smartphone, YouTube

SWOT

SWOT analysis of Samsung

SWOT ANALYSIS

STRENGTHS

- Powerful Brand Image
- Innovation
- Financial Position
- Diversity In Product & Services

WEAKNESSES

- Overdependence On Smartphone Market
- High Marketing Costs
- Fallible Supply Chain

OPPORTUNITIES

- Exploiting Emerging Markets
- Expanding Product Lines
- Creating Blue Oceans

THREATS

- High Competition
- Market Trends
- Prototype Releases

SWOTWIZARD.COM

TOWS

TOWS

OPPORTUNITIES

GROWING MARKET
AUTOMOTIVE MARKET

STRENGTHS

TECHNICAL SUPERIORITY
WELL-FINANCED

USE STRENGTHS
TO
EXPLOIT OPPORTUNITIES

WEAKNESSES

HIGH PRICE
LOSING KEY STAFF

OVERCOME WEAKNESSES
IN
AREAS OF OPPORTUNITY

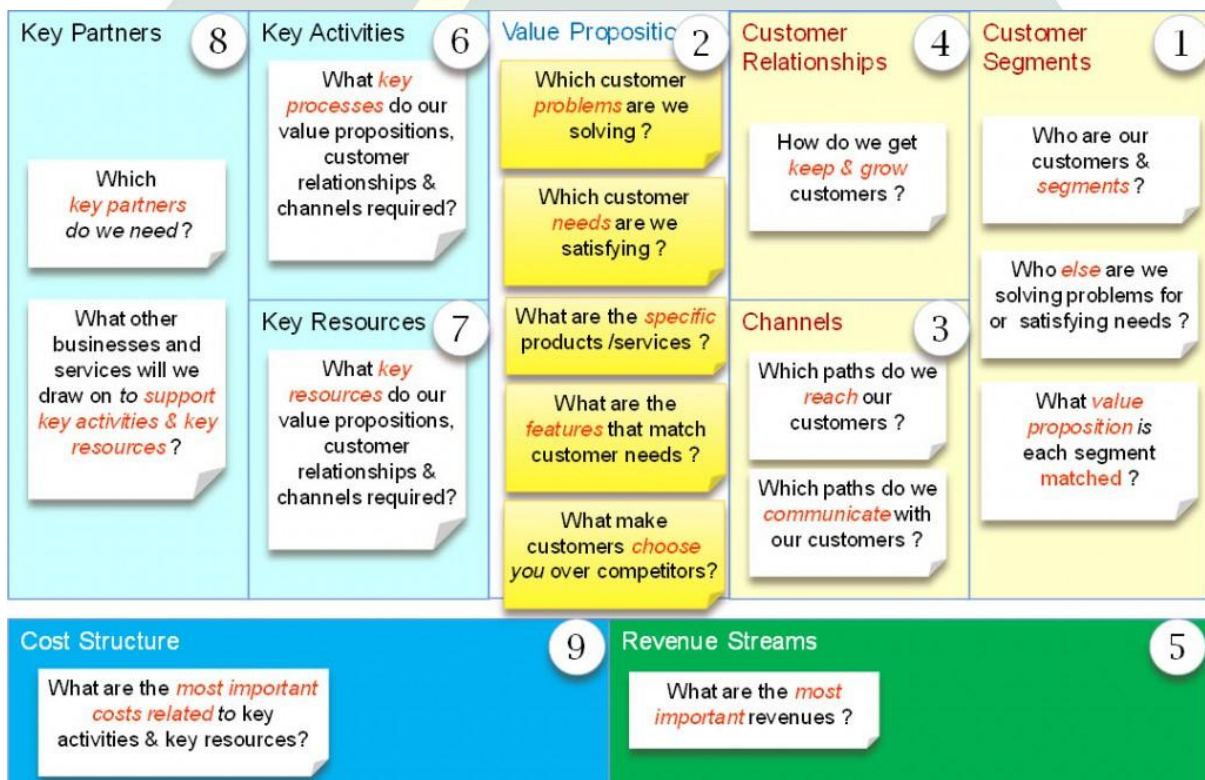
THREATS

CHEAP OVERSEAS IMPORTS
STANDARD FIT IN AUTOMOTIVE

USE STRENGTHS
TO
OVERCOME THREATS

ACTIONS THAT
ADDRESS WEAKNESSES
AND
CHALLENGE THREATS

Business model canvas



mission statements

Empower every person and every organization on the planet to achieve more



To organize the world's information and make it universally accessible and useful



Have fun, make money



Apple's more than 100,000 employees are dedicated to making the best products on earth, and to leaving the world better than we found it



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