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## Analyzing Growth Drivers & Business Risks



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Chief Content Officer

November 23, 2023



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## Analyzing Growth Drivers & Business Risks

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Understanding growth drivers and business risks are essential parts of analyzing a business or in formulating a solid corporate strategy. This can be achieved using a top-down approach, by first looking at the broader economy, followed by industry analysis, then at the company itself; this course introduces frameworks to assess each level in specific detail. We'll look at how to conduct a PESTEL analysis before diving into the Porter's 5 Forces framework to help understand the bargaining power of suppliers and of buyers, as well as the threat of new entrants. We'll also explore the industry life cycle, competitive advantage, and positioning, as well as Ansoff's Matrix, before completing a SWOT analysis. Finally, we'll work on two example case studies to demonstrate how the findings from these frameworks might help inform an analyst's model assumptions.

**Skills / Knowledge**

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