

## Market Analysis Report: Entrepreneurship Summit 2020

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A Business plan is the blueprint for taking an [idea](#) for a product or service and turning it into a commercially viable reality. The market analysis section of your plan provides the evidence that there is a [niche](#) in the market that your company can exploit. This analysis provides the foundation on which your marketing and sales plan will rest.

The core components of the market analysis are:

- An [industry analysis](#), which assesses the general industry environment in which you compete.
- A target [market analysis](#), which identifies and quantifies the customers that you will be targeting for sales.
- A [competitive analysis](#), which identifies your competitors and analyses their strengths and weaknesses.

The precise way in which you choose to organize this information is up to you. As long as you include all the basic facts, there are a number of outline forms that can work well. Just keep the purpose of your plan in mind, and highlight or expand the sections that have the greatest application to what you're trying to accomplish.

It's also important to realize that, as you go about planning a business start-up or expansion, you should be doing a lot of research and learning an enormous amount about its marketing environment. Your business plan is not intended to include everything you've learned. It will just summarize the highlights, in a way that shows the reader that you understand your industry, market and individual business.

### Key Market Benefits:

- The report provides a quantitative analysis of the current market and estimations through 2014-2024, which would enable the stakeholders to capitalize on prevailing market opportunities
- [Extensive analysis](#) of the global apheresis equipment market by product type helps in understanding the types

of equipment that are currently used along with the variants that would gain prominence in future

- [Competitive intelligence](#) highlights the business practices followed by leading market players across various geographies
- [Comprehensive analysis](#) of factors that drive and restrict the growth of the global apheresis equipment market is provided
- [SWOT analysis](#) highlights the internal environment of leading companies for effective strategy formulation
- The apheresis equipment market scenario is comprehensively analyses in accordance to the key regions

### Global Entrepreneurship Index

Enterprise is a crucial engine of economic growth. Without enterprise and entrepreneurs, there would be little innovation, little productivity growth, and few new jobs. Entrepreneurial success does not take place in a vacuum. Entrepreneurs exist in the context of their particular geography – be that their local, national, or even supranational economy and society.

This mix of attitudes, resources, and infrastructure is known as the entrepreneurship 'ecosystem'. The Global Entrepreneurship Index is an annual index that measures the health of the entrepreneurship ecosystems in each of 137 countries. It then ranks the performance of these against each other. This provides a picture of how each country performs in both the domestic and international context.

The [GEDI methodology](#) collects data on the entrepreneurial attitudes, abilities and aspirations of the local population and then weights these against the prevailing social and economic 'infrastructure' – this includes aspects such as broadband connectivity and the transport links to external markets. This process creates 14 'pillars' which GEDI uses to measure the health of the regional ecosystem.

Rank	Country	GDP World Bank intenational\$ 2019	GEI
1	United States	52676	83.6
2	Switzerland	54933	80.4
3	Canada	42104	79.2
4	United Kingdom	37451	77.8
5	Australia	42149	75.5
6	Denmark	44005	74.3
7	Iceland	34541	74.2
8	Ireland	42012	73.7
9	Sweden	45533	73.1
10	France	37948	68.5
11	Netherlands	46241	68.1
12	Finland	38509	67.9
13	Hong Kong	53959	67.3
14	Austria	43574	66
15	Germany	44565	65.9
16	Israel	31092	65.4
17	Belgium	41412	63.7
18	Taiwan	0	59.5
19	Chile	21302	58.5
20	Luxembourg	63404	58.2
21	Norway	65457	56.6
22	Qatar	128734	55
23	Estonia	25977	54.8
24	Korea	33891	54.2
25	Slovenia	28110	53.8

Here is a volume packed with important information on entrepreneurship and management subjects critical for the growth of the world's economies. Its authors are clear leaders in knowledge about entrepreneurship and its key role in the economy. They provide extensive, relevant, and highly illuminating data on a profusion of countries, organized so as to facilitate their use by others. Those who operate in the international arena will be particularly grateful for this work.

#### **GEDI's women's entrepreneurship index**

The Female Entrepreneurship Index – measures the development of high potential female entrepreneurship worldwide. Defined as “innovative, market expanding, and export oriented,” this gender

specific Index utilizes GEDI's unique framework, methodology, and global approach in order to capture the multi-dimensional aspects of entrepreneurial development. Now in its third year, the index was launched at the 2013 annual meeting of the Dell Women Entrepreneurs Network (DWEN) and covered by Forbes Magazine. Like the Global Entrepreneurship

Index, the FEI framework pairs together individual-level and institutional-level variables into pillars. These contain three main sub-indices that measure the quality of: 1) the entrepreneurial environment; 2) the entrepreneurial eco-system; and 3) women's entrepreneurial aspirations. GEDI's proprietary methodology captures the dynamic, inter-related

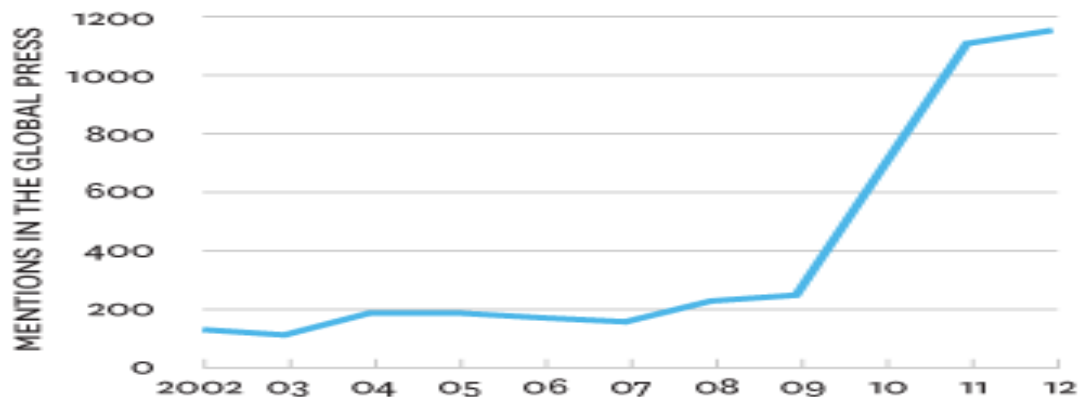
nature of the pillars. Data is sourced from internationally recognized datasets including the Global Entrepreneurship Monitor, the International Labour Organization, the World Economic Forum, the World Bank, UNESCO, and United Nations Development Program.

Data collected for individual-level variables are disaggregated by gender.

For institutional variables, data points highlight issues relevant to the development and growth of female entrepreneurship.

### WOMEN'S ENTREPRENEURSHIP IN THE GLOBAL PRESS

How often female entrepreneurs were mentioned in the global press.

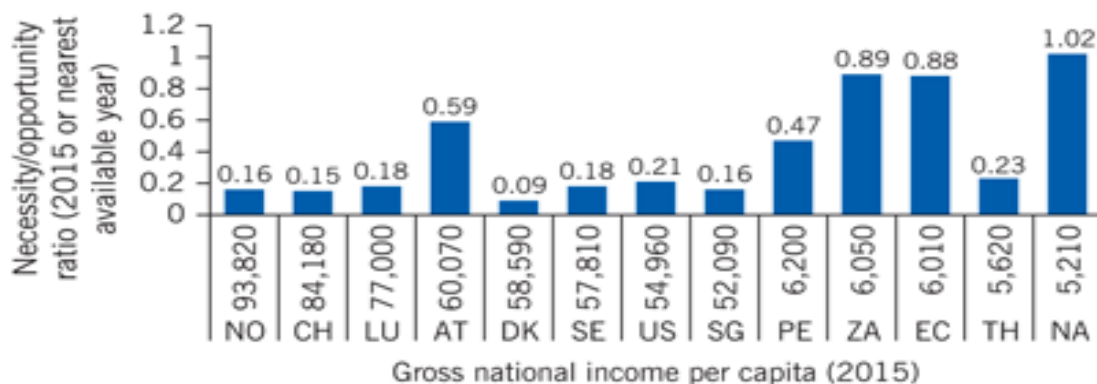


SOURCE LEXIS-NEXIS GLOBAL, ASPEN NETWORK OF DEVELOPMENT ENTREPRENEURS, 2012

HBR.ORG

### Ratio to measure Entrepreneurship

#### Necessity/opportunity ratio in select countries



Notes: Necessity and opportunity entrepreneurship calculated as a percentage of total early-stage entrepreneurship.

Source: World Bank Databank. Online at: <http://databank.worldbank.org/data/home.aspx>; and Global Entrepreneurship Monitor. Online at: <http://www.gemconsortium.org/>

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