



TERM PAPER TIPS

Globalization of Media & Entertainment

1.

**What's the big issue being faced today?
Find an analytical framework.**

SWOT ANALYSIS

Strength

Weakness

Opportunity

Threat

POLITICAL
ANALYSIS

ECONOMIC
ANALYSIS



TECHNOLOGICAL
ANALYSIS

SOCIAL
ANALYSIS



P

POLITICAL

E

ECONOMIC

S

SOCIAL

T

TECHNOLOGICAL

E

ENVIRONMENTAL

L

LEGAL

High

QUESTION MARKS

**Low Market Share
and
High Market Growth**
Don't know what to do
with opportunities;
decide whether to
increase investment.

STARS

**High Market Share
and
High Market Growth**
Doing well, great
opportunities.

"GRAND STRATEGY MATRIX"

DOGS

**Low Market Share
and
Low Market Growth**
Weak in market,
difficult to make profit.

CASH COWS

**High Market Share
and
Low Market Growth**
Doing well in no growth
market with limited
opportunities.

Market Growth

Low

Low

Market Share

High

Grand Strategy Matrix

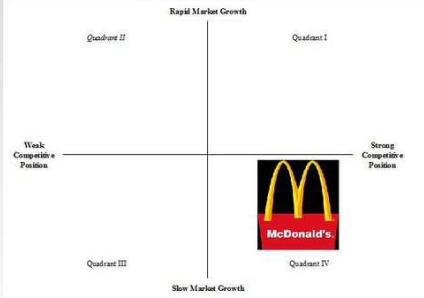
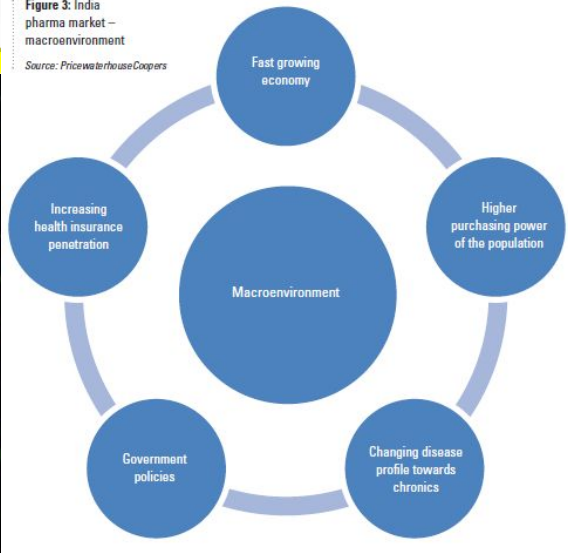


Figure 3. India pharma market – macroenvironment

Source: PricewaterhouseCoopers



Case-Study Overview

- Internal:
 - History, Nike overview, Key Facts, Our Brands and Stock Information
 - Nike Actual & Proposed Vision and Mission
 - Economic Performance
 - Evolution of Financial Ratios
 - Strengths and weaknesses
 - Analysis: IFE
- External:
 - Industry overview and comparison of financial ratios
 - Manufacturing
 - Opportunities and threats
 - Analysis: EFE
 - Competitors
 - Market Share
 - Analysis: CPM
- Analysis
 - SWOT Matrix
 - SPACE
 - BCG
 - IE matrix
 - Grand Strategy Matrix
 - QSPM
- Possible strategies: Matrix Analysis
- Decisions
 - Why our decision?
 - Strategic implementation
 - Actions
- Evaluation Procedure
- Current Update

2.

**Find comparable companies elsewhere.
What is the governing business model?**

3.

What is the company personality? Any emotional connection with customers?

4.

Act local. Think global.

Inject color, habits & macro trends.

5.

Use consultancy market reports.

Be skeptical & critical.

The logo for Billboard, featuring the word "billboard" in a white, lowercase, sans-serif font. Each letter has a small colored dot above it: 'b' is green, 'i' is red, 'l' is yellow, 'l' is blue, 'o' is yellow, 'a' is blue, and 'r' is yellow.The logo for Advertising Age, with "Advertising" in a white serif font and "Age" in a white sans-serif font.The logo for The Hollywood Reporter, with "THE" in a small red serif font, "Hollywood" in a large red script font, and "REPORTER" in a red sans-serif font below it.The logo for Variety, with the word "VARIETY" in a white, stylized, serif font.

[Russian Media Market: A future full of potential | PWC](#)
[Czech Republic - Media Landscape | European Journalism Centre](#)
[Digital Growth for 4 Emerging Markets | Ernst & Young](#)
[Global Media Report | McKinsey](#)
[Innovations to Save Our Orchestras | Knight Foundation](#)
[TV Media & Content | IHS](#)

The logo for The Economist, with "The" in a small white serif font and "Economist" in a larger white serif font, both on a red rectangular background.The logo for PwC, with the letters "pwc" in a white, lowercase, sans-serif font.The logo for McKinsey & Company, with the text "McKinsey & Company" in a white, serif font.The logo for EY, with the letters "EY" in a white, bold, sans-serif font.

China



>500m wireless broadband connections by 2016
534m between the ages of 15 and 39

In three years added **3.5 times** as many digital video viewers as the US

Russia



87% broadband and 50% smartphone penetration
14th in media FDI restrictiveness due to new restrictions on foreign ownership of mass media

India



>300m wireless broadband connections by 2016
Average age by 2020: 29

4th in content consumption, but ubiquity of media consumption has not yet translated into significant industry revenue

Mexico



3rd in cost attractiveness among emerging markets in our index

US\$11k in per capita consumer spending – the highest among emerging markets

6.

Always think about disruptive forces.

Are you predator or prey?

7.

Always think about access to talent.

8.

Find the story hook & tension point(s).

Identify the wild card factors.

9.

Only use applicable country facts & figures.

Use charts & appendices for background info.

10.

Put yourself in the CEO seat.

Be paranoid.

11.

**What differentiates your company?
Core competencies & keys to success.**

12.

Why is this fun & interesting to read?!