



# BUSINESS AND MARKET OPPORTUNITIES ANALYSIS



# Business and market opportunity analysis

---

It means assessing the market and business situation in order to identify growth opportunities and plan strategies. The tools used in the analysis include:

- ❖ SWOT analysis (strengths, weaknesses, opportunities, obstacles)
- ❖ PESTEL Analysis analysis
- ❖ Porter's 5 Forces analysis

# SWOT Analysis

---

SWOT Analysis is a tool to analyze business opportunities that helps business operators understand the overall business and is used to plan strategies to drive and create competitive advantages. Internal and external factors of the business

# SWOT

---

---

**S**

Strengths



**W**

Weaknesses



**O**

Opportunities



**T**

Threats



# Internal Factors

---

- **S (Strengths):** Strengths or internal advantages of the business, such as unique skills. Strong Team
- **W (Weaknesses):** Internal weaknesses or limitations that need to be improved, such as lack of certain skills, limited budget

# External Factors

---

- O (Opportunities): Opportunities or trends in the external environment that can be exploited.
- T (Threats): External threats or barriers that could negatively impact the business

# Business example: Healthy Café, Phitsanulok Province

---

## S – Strengths Business is above the competition.

- It has a unique cold-pressed water formula with a uniform taste.
- Using organic ingredients from local farmers Minimalist style store decoration clearly communicates the health brand.
- The cost of raw materials is fixed because there is a direct contract with farmers.
- There is already a customer base of health-loving workers/students

# Business example: Healthy Café, Phitsanulok Province

---

---

## W – Weaknesses, limitations to be addressed

- Cold presses require high maintenance.
- The team also has few online marketing skills.
- The location of the store is not next to the main road. Therefore, they have to rely mainly on delivery.
- The selling price is higher than that of the general store.

# Business example: Healthy Café, Phitsanulok Province

---

- – Opportunities: External factors that promote the business.
  - The trend of loving health in Thailand is increasing every year.
  - Government policy to support safe food/organic agriculture.
  - The delivery market continues to grow.
  - The university in the area has over 30,

# Business example: Healthy Café, Phitsanulok Province

---

---

## T – Threats What can make a business risky

- A lot of competitors to milk tea shops/cafes.
- Fruit and vegetable prices may fluctuate in certain seasons.
- App delivery commissions are quite high. (25–30%)

# PESTEL Analysis

---

PESTEL is an assessment of external factors that cannot be controlled, but it affects the business on a large scale. This analysis helps identify opportunities and threats in the future

---

---

**P (Political):** Political factors, government policies, political stability, and trade laws.

**E (Economic):** Economic factors such as economic growth rate, inflation, interest rates, and Consumer purchasing power

**S (Social):** Social, cultural, attitude, lifestyle and demographic factors.

**T (Technological):** Technological factors, new innovations, technological changes. and R&D investment.

**E (Environmental):** Environmental factors such as environmental regulations. Changing Conditions Climate and Sustainability

**L (Legal):** Specific legal factors, such as consumer protection laws. Labor Law and Intellectual Property

# ตัวอย่างการวิเคราะห์ PESTEL

---

## **P – Political**

- The government promotes health business and "safe food" policy.
- There is a scholarship to support new entrepreneurs (SMEs).

## **E – Economic**

- Consumers are paying attention to healthy food even during the economic slowdown.
- The prices of some ingredients fluctuate according to the seasons. Affects costs

## **S – Social**

- The new generation is increasingly consuming healthy drinks.
- Healthy Values, Fitness, Body Care

# ตัวอย่างการวิเคราะห์ PESTEL

---

## T – Technological

- POS system, delivery order system to increase sales
- TikTok/IG marketing helps build customer reach

## E – Environmental

- Interest in the use of eco-friendly packaging
- Businesses must manage organic waste sustainably

## L – Legal

- Restaurant license required
- Nutrition label laws must be followed.
- Employee/store hygiene standards

---

---

## PESTEL Summary

The health beverage business has been positively affected by health trends and policies to support safe food, but it must manage food legal risks and fluctuations in raw material prices well.

# Porter's 5 Forces

---

Porter's Five Forces analysis is a tool used to assess the competitive conditions and profitability of an industry, or to assess the attractiveness of the market in which a business wants to operate in a particular business segment based on five factors.

- Industry Rivalry
- Threat of New Entrants
- Threat of Substitute Products or Services
- Bargaining Power of Customers
- Bargaining Power of Suppliers

# 5 Forces Model

---



# Porter's 5 Forces Analysis

---

Assess the attractiveness of the market.

- 1) **Buyer Power** – High Level Customers can easily choose to change stores.  
Price-sensitive We must create value, customers feel that it is worth the price.
- 2) **Supplier Power** – Intermediate Organic produce is not many sellers.  
However, long-term contracts can be made with farmers.

---

---

**3) Threat of New Entrants** – High It is not difficult to open a health drink store.

The initial investment is not very high.

**4) Threat of Substitutes** – High Customers can choose from smoothies, milk tea, green tea, or coffee.

**5) Industry Rivalry** – Very High There are a lot of cafes in each neighborhood.

We have to compete in promotions. Atmosphere and product quality

---

---

## 5 Forces Model Summary

The health café market is highly competitive and has a large number of substitutes. Entrepreneurs must create clear highlights, such as specific formulas. Online marketing or building a health community

# Conclusion of Business Environment Analysis :

## Healthy Café Phitsanulok Province

---

---

The results of the analysis showed that:

- The market has increased demand (high opportunity) according to the health trend.
- The competition is very high, both from general cafes and smoothie shops.
- The business has strong strengths in raw material quality and health brands.
- The weak point is the price and location that relies on delivery.
- The PESTEL environment is mostly positive, especially social and technological.
- From Porter's 5 Forces The market is still interesting but must be clearly different

---

---

## Recommended Strategies

- Create a signature menu that no one else can.
- Make short health content on Tik Tok to increase awareness.
- Member Package for Loyal Customers
- Control the cost of organic fruits and vegetables with co-farmer contracts.
- Developing eco-friendly packaging to create the image of "Green Café"

# SWOT (Template)

---

---

Business Name: \_\_\_\_\_

Product/Service Type: \_\_\_\_\_

## S – Strengths

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....



## W – Weaknesses

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....
- 6. ....



## O – Opportunities

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....
- 6. ....



## T – Threats

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....

# PESTEL (Template)

---

---

Factors	Environment Details	Business Impact (+/-)
P – Political	_____	_____
E – Economic	_____	_____
S – Social	_____	_____
T – Technological	_____	_____
E – Environmental	_____	_____
L – Legal	_____	_____

# 5 Forces Model

---



# Porter's 5 Forces (Template)

---

---

Pressure	Level (Low/Medium/High)	Reason / Details
Buyer Power		
Supplier Power		
Threat of new Entry		
Threat of substitutes		
Competitive Rivalry		

# PESTEL Example

Factors	Environment Details	Business Impact (+/-)
<b>Political</b>	The state promotes safe food to support new entrepreneurs (SMEs).	+
<b>Economic</b>	Consumers are spending more on healthy food, but the economy is volatile	±
<b>Social</b>	The trend of loving health continues to increase	+
<b>Technological</b>	Delivery, POS-enabled and social systems help increase sales	+
<b>Environmental</b>	The trend of protecting the earth requires packaging to reduce waste	+
<b>Legal</b>	Strict food/hygiene permits are required.	-

# Porter's 5 Forces (Template)

---

---

Pressure	Level (Low/Medium/High)	Reason / Details
Buyer Power	High	There are many choices. Easy to change stores and price sensitive
Supplier Power	High	Organic ingredients have limited producers but can be contracted for a long time.
Threat of new Entry	High	It's easy to open a health café. The initial cost is not very high
Threat of substitutes	Medium	Customers can choose smoothies, coffee, milk tea instead.
Competitive Rivalry	High	There are many cafes in the area, so you have to compete in price/quality

---

---

End of lecture