



# Entrepreneurial strategy

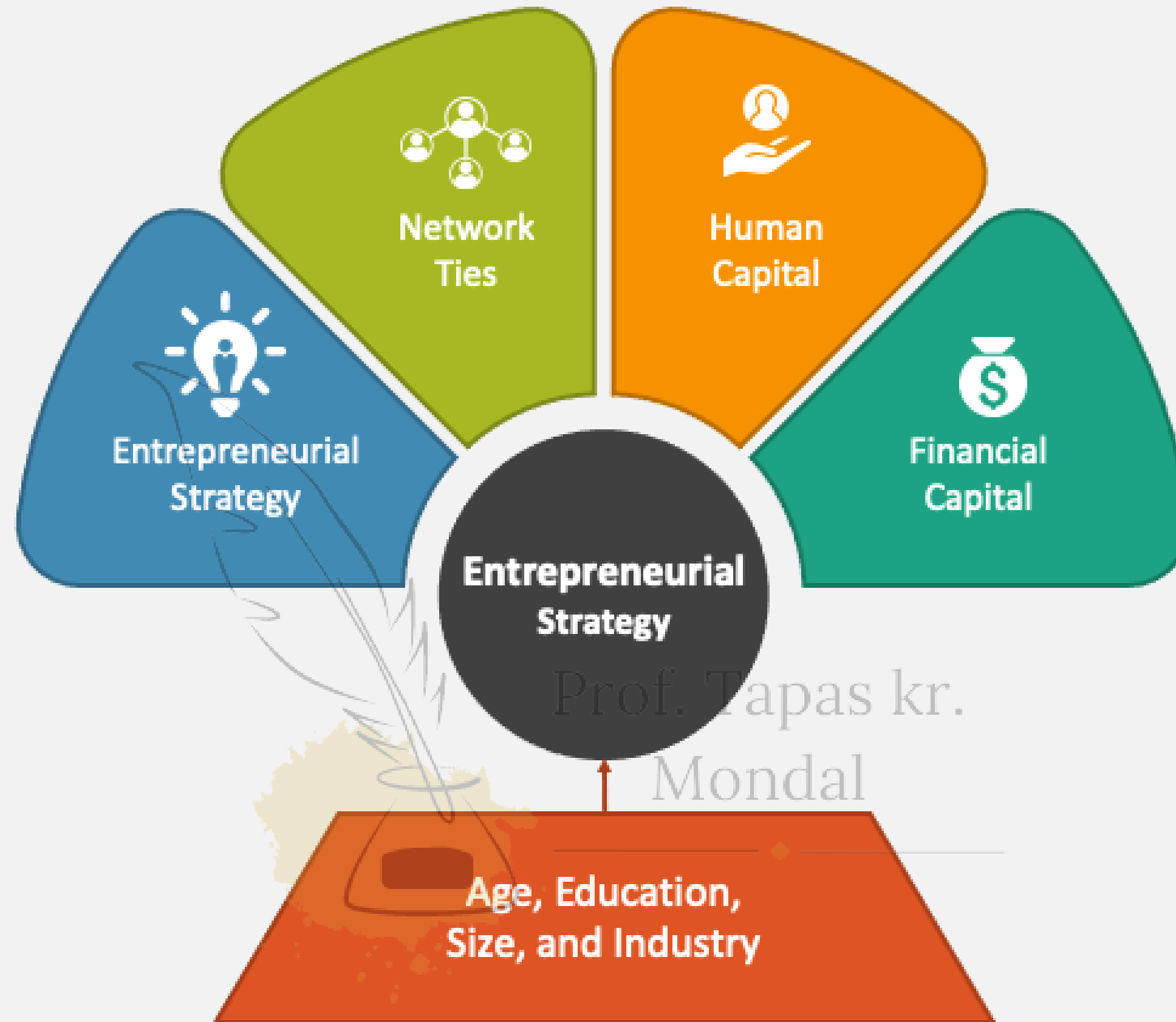
Presented by: Prof. Tapas Kr. Mondal



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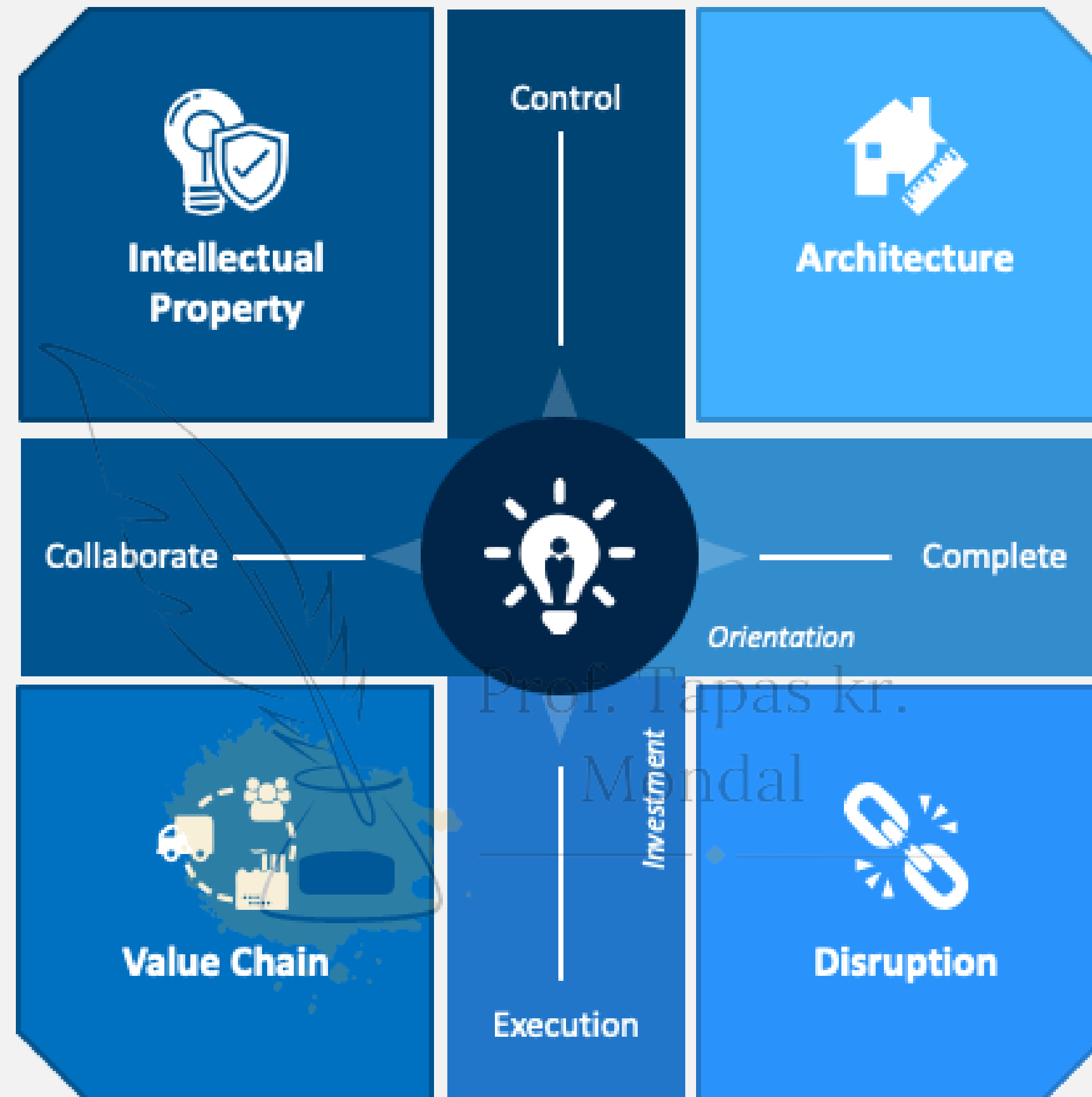


# ENTREPRENEURIAL STRATEGY



# ENTREPRENEURIAL STRATEGY

## Choosing Your Entrepreneurial Strategy



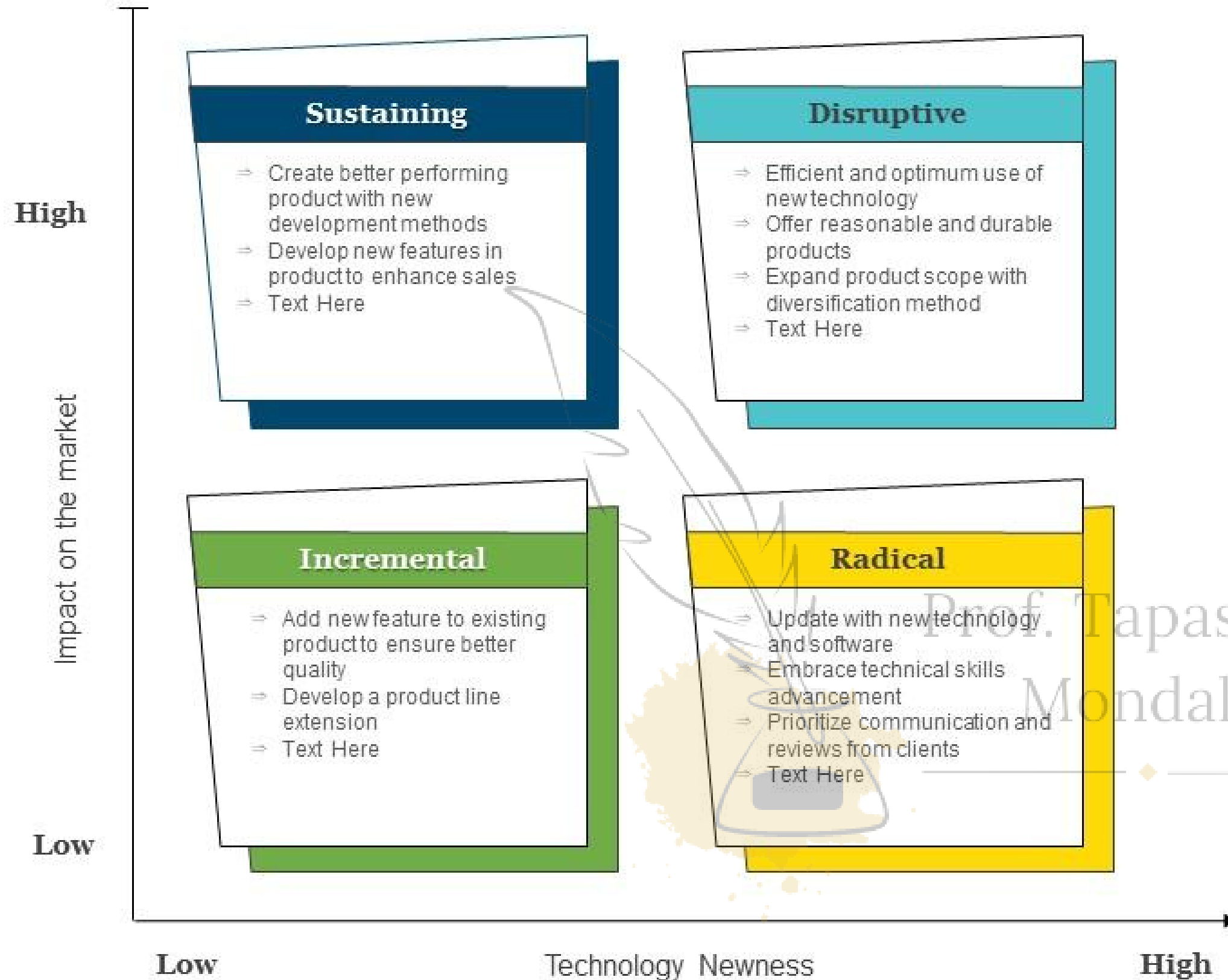
# ENTREPRENEURIAL STRATEGY

The Entrepreneurial Strategies for Success



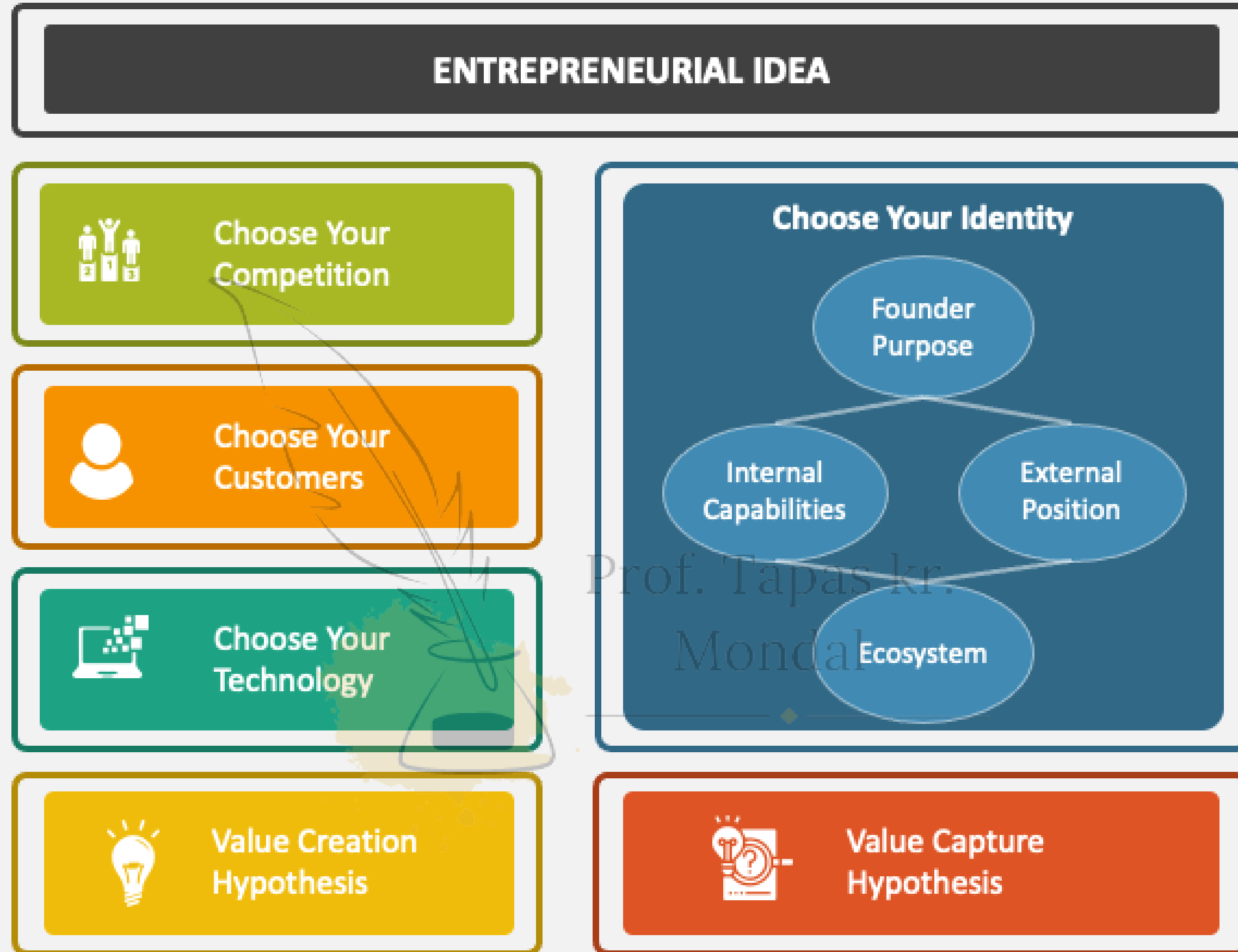
# Innovation strategy matrix for sustainable success

This slide shows matrix for innovation strategy to increase competitive advantage in new modern marketplace. It includes four strategies that is sustaining, disruptive, incremental and radical



# ENTREPRENEURIAL STRATEGY

Entrepreneurial Strategy: These Choices Matter



# ENTREPRENEURIAL STRATEGY

## Stages of Entrepreneurial Strategy



# New Entry

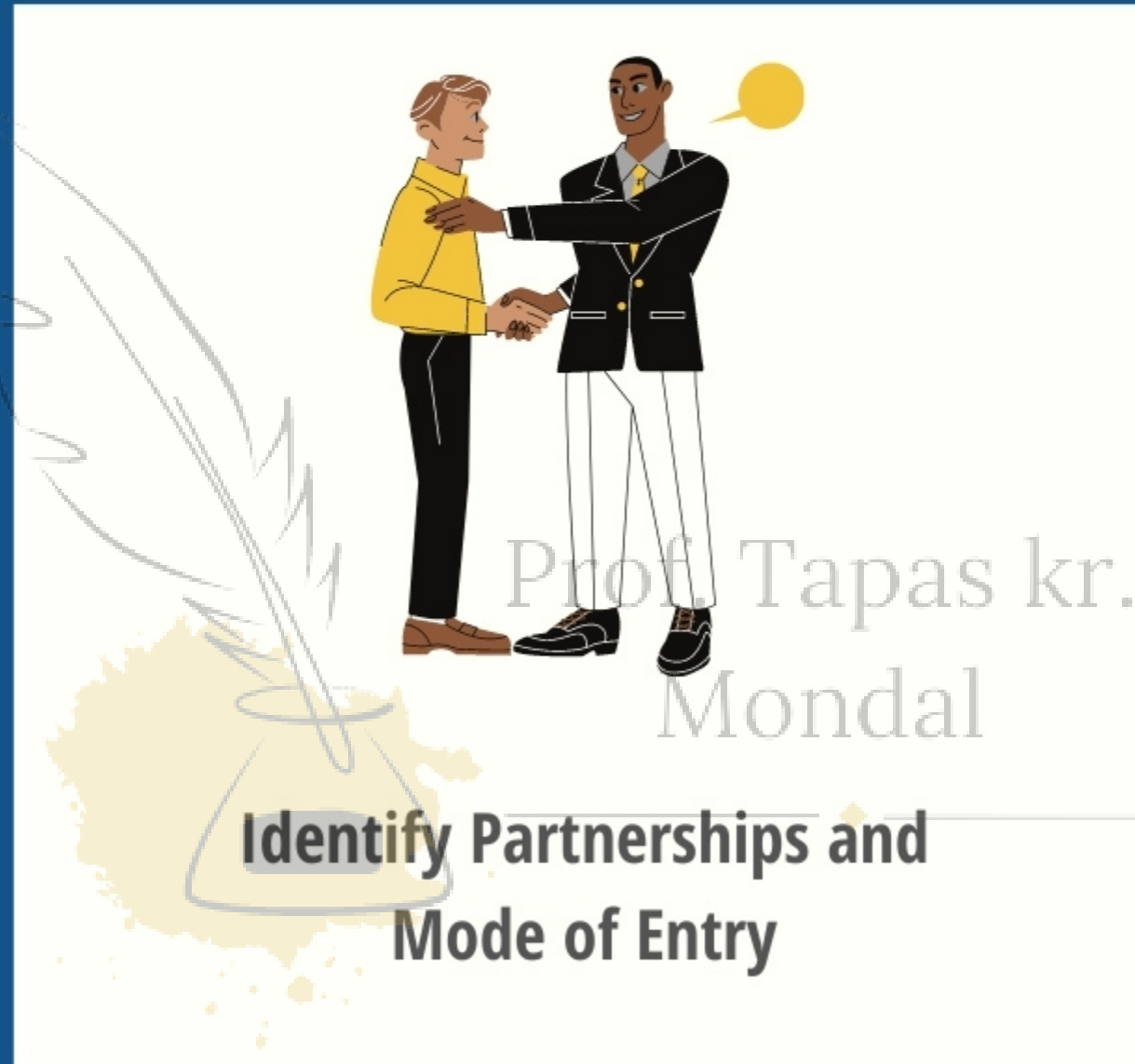
- New entry refers to:
  - Offering a **new product** to an **established or new market**.
    - Eg. Bluetooth watch
  - Offering an **established product** to a **new market**.
    - Eg. Volkswagen is now sold to medium-income people
  - Creating a **new organization**.
- Entrepreneurial strategy – The set of decisions, actions, and reactions that first generate, and then exploit over time, a new entry.



# THREE STEPS TO DEVISING AN EFFICIENT MARKET ENTRY STRATEGY



**Research and  
Examine**



**Devise a Market Entry  
Plan**

# Not-so-risky business planning



# RISK MITIGATION PLAN

## Key Risk Mitigation Strategies



# RISK MITIGATION STRATEGIES

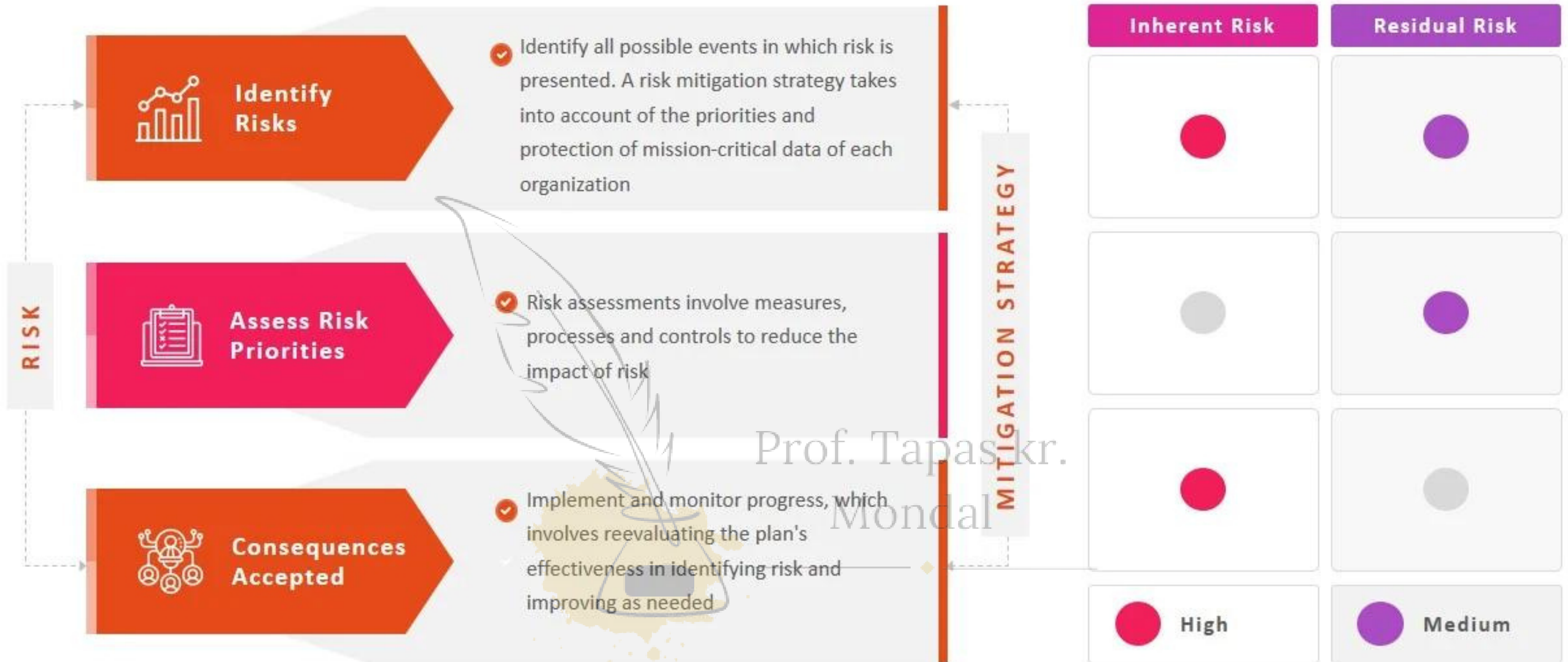


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MITIGATION STRATEGY

> Avoid	●	●	●	> Mitigate	●	●
> Accept	●	●	●	> Transfer	●	●

# RISK MITIGATION STRATEGIES






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# RISK MITIGATION STRATEGIES



- **Cost** is how much money would be required to implement the response.
- **Effectiveness** is the % of the total projected economic loss from water scarcity addressed by the response.
- **Feasibility** is how difficult it would be to implement the response.

# RISK MITIGATION STRATEGIES

Category	Identified Risk	Mitigation Plan
 Vendor Management	<ul style="list-style-type: none"><li>• Transaction with a fraudulent client</li><li>• Client may supply sub-optimal products</li></ul>	<ul style="list-style-type: none"><li>• KYC onboarding is compulsory for all vendors</li><li>• All products to go through quality assurance before receipt and payment</li></ul>
 Data Architecture	<ul style="list-style-type: none"><li>• Inaccurate data</li><li>• Loss of data</li><li>• Unauthorized access</li></ul>	<ul style="list-style-type: none"><li>• All data to be verified and confirmed by Head of IT</li><li>• Data to be backed up daily</li><li>• Use of two factor authentication</li></ul>
 Technology	<ul style="list-style-type: none"><li>• Cyber attack</li><li>• Usage of outdated technologies</li></ul>	<ul style="list-style-type: none"><li>• Solid implementation of Business continuity plan</li><li>• Systems to be reviewed periodically to reflect current realities</li></ul>

# RISK MITIGATION STRATEGIES



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# Thank You



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