

| TASK DETAILS  |  |
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| Modulu  | <b>ANALYZING THE KEY SUCCESS POINT OF A BUSINESS</b> |
| Type  | TEAM   |
| Activity Stage  | ORIENTATION  |
| Department  | ALL COMPANY MEMBER                                   |
| Duration  | 1x SESSION, 1 LESSON HOUR                            |
| LEARNING OBJECTIVE  | OUTPUT   |
| <ul style="list-style-type: none"> <li>Students understand the key factors for the success of a product/service</li> <li>Students are able to identify the application of the principles of Sustainable Development Goals (SDGs) in a business</li> </ul> | Analysis of the Key Point of a Business              |

## INTRODUCTION

In the business world, understanding the key points of a business is essential to developing an innovative and competitive business idea. This stage is designed to help students analyze a product's strengths and identify opportunities to increase the value of an existing business. By analyzing the key business factors, students will learn to identify the problem the business solves, understand the target market, and evaluate competitors and the business's value proposition, which can then be modified into a more innovative and competitive business.

| No | ACTIVITY   |
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| 1  | The facilitator begins the activity by presenting an example of a successful product on the market as an illustration to be analyzed with the students. To determine which business product will be analyzed, the facilitator may offer the students a choice of products/services to evaluate.  |
| 2  | <p>Once the product/service is selected, start analyzing the key points of a successful product with the students:</p> <ol style="list-style-type: none"> <li><b>Problem Identification:</b> What is the main problem this product solves?</li> <li><b>SDG Identification (Sustainable Development Goals):</b> Does this product/service apply SDG principles? Such as eco-friendly packaging, proper waste management, empowering local communities, etc. Refer to the example businesses that apply SDG principles in the reference section. If yes, which SDG principles are applied in the business? If not, which SDG principles would be appropriate to implement?</li> <li><b>Target Market Identification:</b> Who is the primary target market for this product? <ul style="list-style-type: none"> <li>Demographics (Age, Gender, Economic Class)</li> <li>Domicile (Place of residence/work location)</li> <li>Psychographics (Buying habits; online/offline)</li> </ul> </li> <li><b>Industry Identification:</b> What industry is this product in, and what is the trend in that industry?</li> <li><b>Competitor Identification:</b> Who are the main competitors in this industry?</li> <li><b>Unique Selling Point (USP):</b> What is the main uniqueness or distinctive feature that makes this product stand out among competitors?</li> </ol> <p>The facilitator can lead the discussion by explaining each point using the sample product. Provide brief definitions of each key point above using methods the facilitator sees fit. Example businesses to use as illustrations can be found in the reference section.</p> |

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|   | <i>Note: The criteria in point no. 2 of the module are only provided to students who have not yet received basic business lessons to assist in the identification process. Students who have already received basic business instruction can proceed directly to point no. 3.</i>   |
| 3 | <p>As a practice exercise, the facilitator can divide the students into several groups. Each group selects one business from the following list:</p> <ul style="list-style-type: none"> <li>• SukkhaCitta (Sustainable Fashion)</li> <li>• Burgreens (Organic &amp; Healthy Food)</li> <li>• BulkSource (Healthy Eco-Grocer)</li> <li>• Anomali Coffee (Eco-Friendly Coffee Shop)</li> <li>• Mycotech Lab (Eco-Fashion)</li> </ul> <p>Each group can start analyzing the selected product or service using the key success points listed in activity point no. 2. The results of the analysis should be compiled into a presentation slide.</p> |
| 4 | Each group takes turns giving a brief presentation on the results of their analysis.  |

## REFERENCE

1. Dr. Future is Circular – [LINK](#)

## TASK TEMPLATE

1. Analysis the Key Success Point of a Business - [LINK](#)