



Sector risk: case studies

Presentation

The objective in this class is to work on the methodological and analytical tools for examining a sector and assessing its profitability potential in the context of "Business at the base of the pyramid". The first part of the class (re)examines the basic concepts of sector analysis such as the market, observable forms of competition, costs, and profit maximization conditions. These concepts are then applied to markets in emerging countries. In the second part of the class, we examine the relation between the market and its strategic environment. Based on the contributions of economic intelligence, on Porter's theory of the 5 forces of competition, and the concept of strategic business area, students broaden their analytical framework. Case studies on a variety of markets, sectors, countries, products, and services are proposed to illustrate these concepts. Part 3 of the class focuses on value analysis so that students adopt a commercial standpoint. We then discuss the expected structure of a market research study and the methodology for information research.

In brief

Number of hours : 18.0

Teaching term : Six-monthly

Teaching activity : Seminar

Year : Fourth year

Validation : Final oral examination

Contacts

Responsible(s)

Peyré Olivier
olivier.peyre@scpobx.fr

Form of assessment

Assessment based on the country risk analysis.

Bibliography

- Clay C, *Grab vs. Go-Jek, Inside Asia's Battle of the "uper Apps"*, Fortune Magazine, March 20, 2019 › <https://fortune.com/longform/grab-gojek-super-apps/> ‹

Formule pédagogique

Sessions reinforce students' knowledge through situational exercises based on typical markets and sectors.