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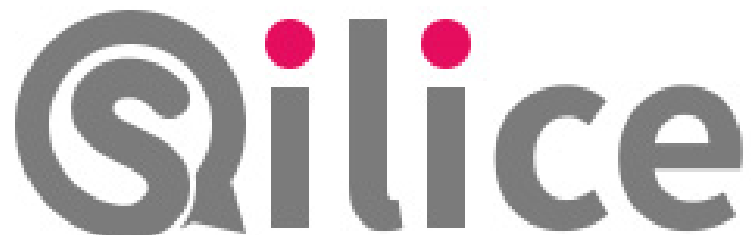


**#08 Cascais, Training-Teachers, 26-28 February 18**

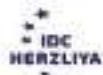
**Market analysis including strategy and marketing tools  
WORKSHOP**

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**Social Innovation for Local Indian and Israeli  
Communities and Graduate Entrepreneurs**





# Objective

**Develop a market analysis for the Amal soap and propose a marketing strategy for the real example**

- **Work in teams in order to explore the multidisciplinary teams**
- **Employ the knowledge/strategies from previous projects in this example**
- **Prepare a pitch of 5 minutes with the market analysis and the marketing strategy that could be applied to Amal**
- **Discuss about the different strategies and sum-up with the knowledge acquired in the session**



# Work Plan

**Develop a market analysis for the Amal soap and propose a marketing strategy for the real example**

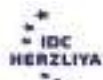
- **Form Teams from different universities**
- **Work in teams (50 hour)**
- **Pitches of 4 teams (30 min)**
- **Discussion (20 min)**



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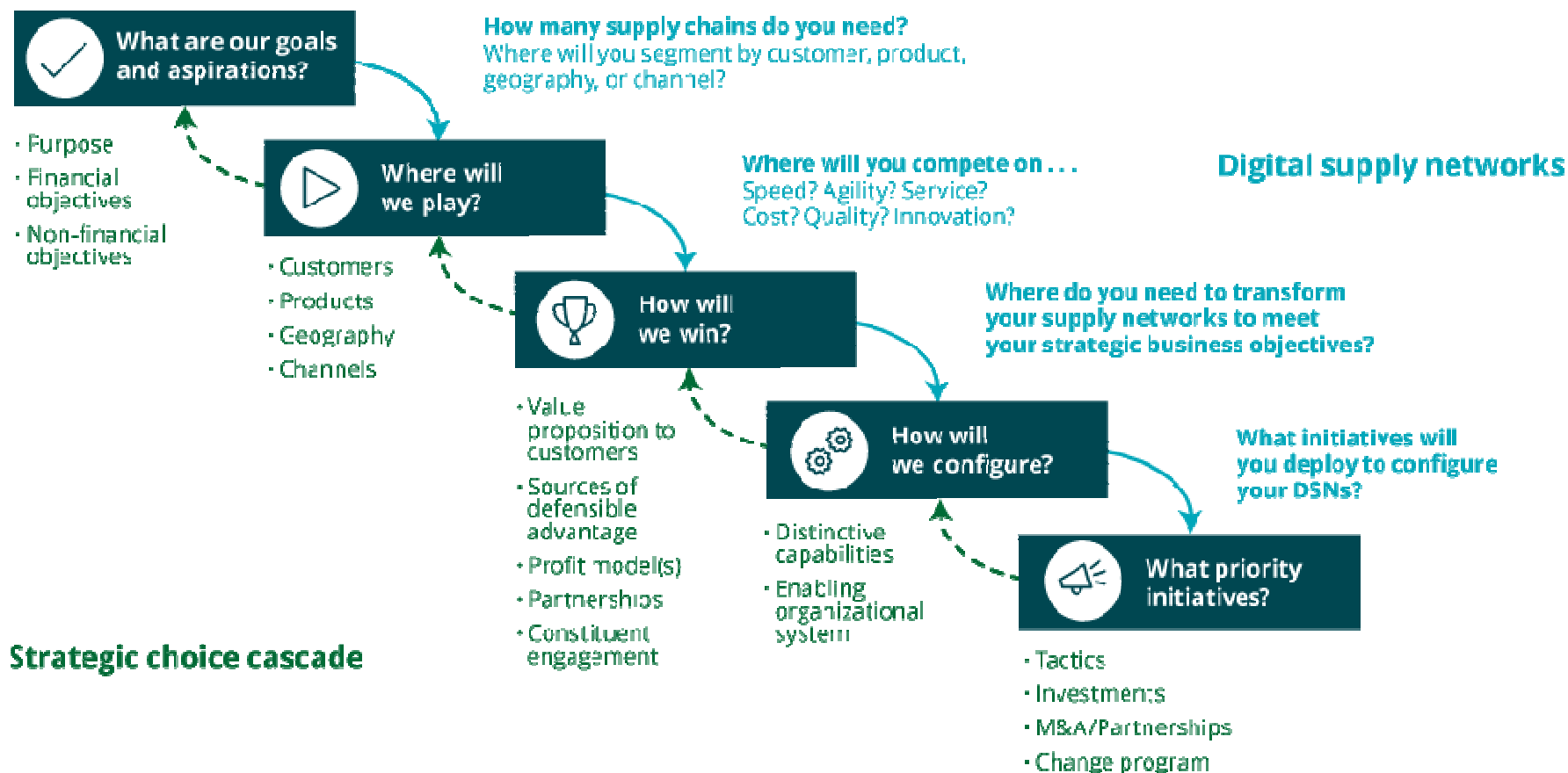


# Analysing the Market & Crafting the Strategy





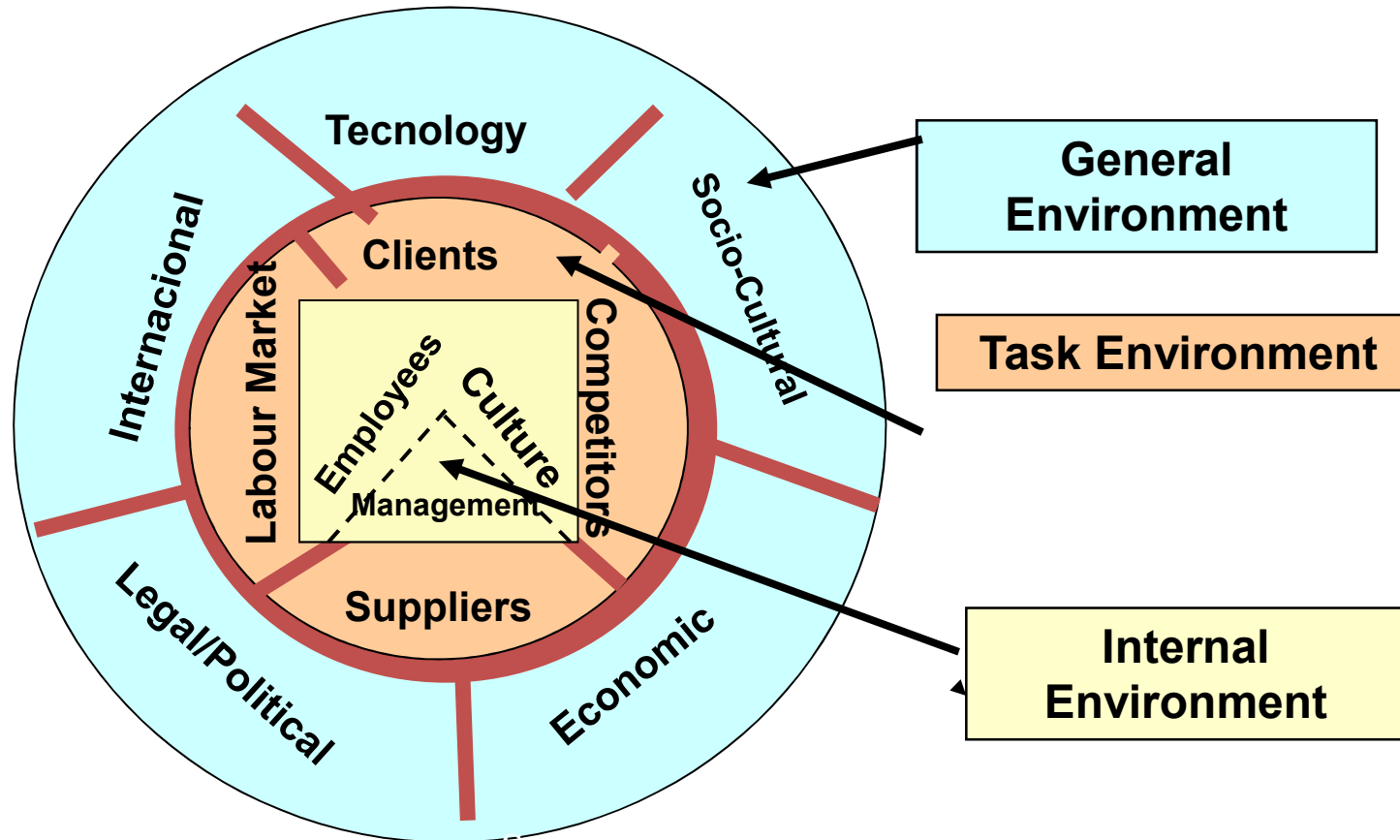
# Market Analysis



Deloitte University Press (2016)



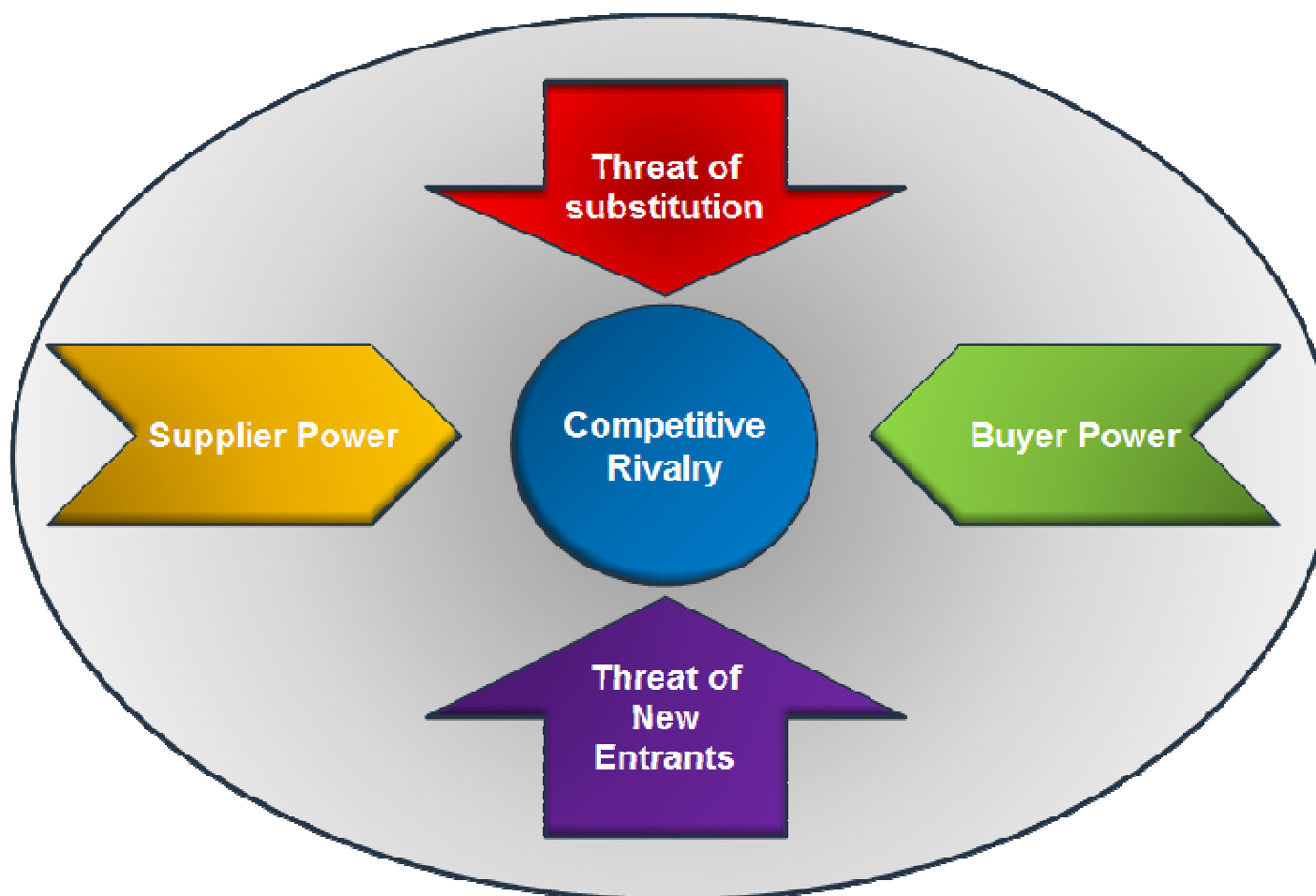
# Market Analysis- PESTL



(in Management, R. Daft)

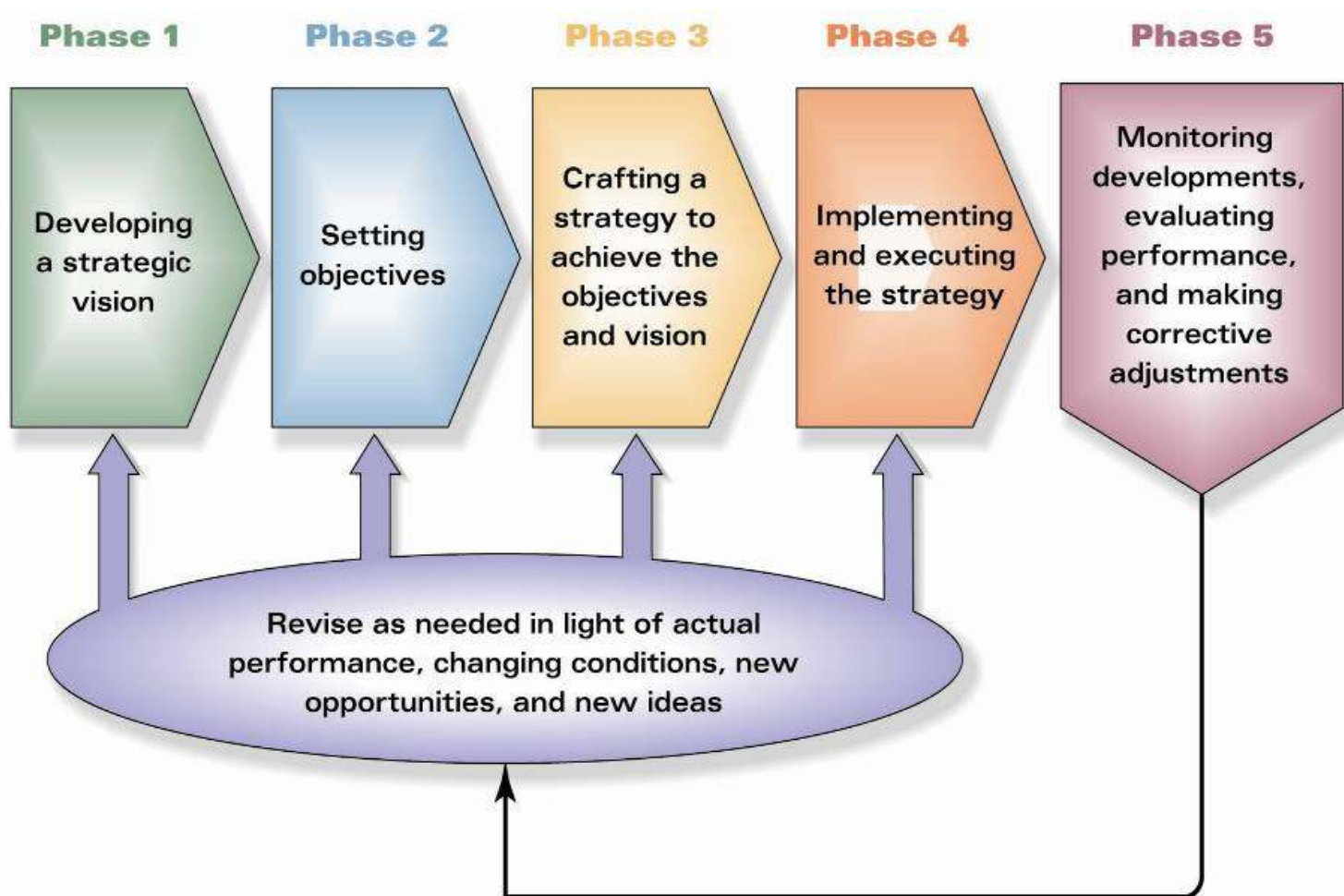


# Market Analysis- Porter's 5 Forces





# Crafting the Strategy







# SWOT ANALYSIS





# Marketing





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# Time to work 😊

