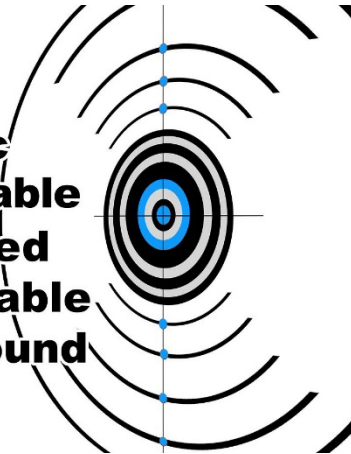


S Specific
M Measurable
A Accepted
R Reasonable
T Time-bound



Business Analysis

Overview

Programme Phase	No. Months
Business Analysis	9 months

The New Business Start-up Programme will help new business owners to understand business analysis. Analysing a business situation to identify requirements and needs of a business, also the level of investment and any risks to considered.

Business Analysis will help achieve a deeper understanding of a new business startup focusing areas identified during the writing of the business plan.

In this phase of Business Analysis will concentrate on:

- Business Analysis Process Model
Focus: consider perspectives, analyse needs, evaluate options, and define requirements.
- Modelling Business Process
Focus: Value proposition, analysing the 'as is process', business process model.
- Stakeholder Analysis and Management
Focus: stakeholder categories and identification, analysing stakeholders,

During the business analysis phases start-up owners will achieve a good understanding of business analysis for their new start-up business needs and requirements.