



Entrepreneurship 101

Session 10. Key Activities

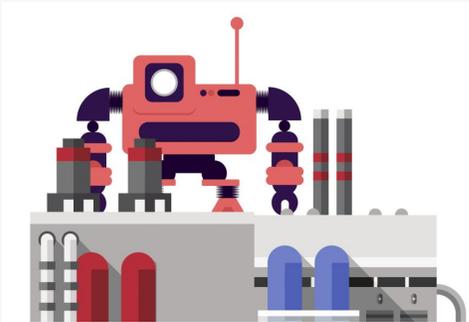


What are Key Activities?

- The tasks needed to deliver a business.
- What significant activities are required to:
 - deliver on the promise of value?
 - build and maintain customer relationships?
 - establish customer channels?
 - generate sales?



Categories of Key Activities



Production



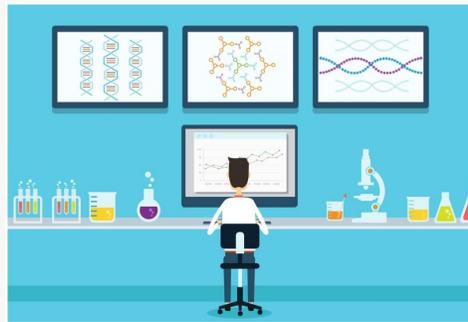
Problem-solving



Marketing



Sales & customer service

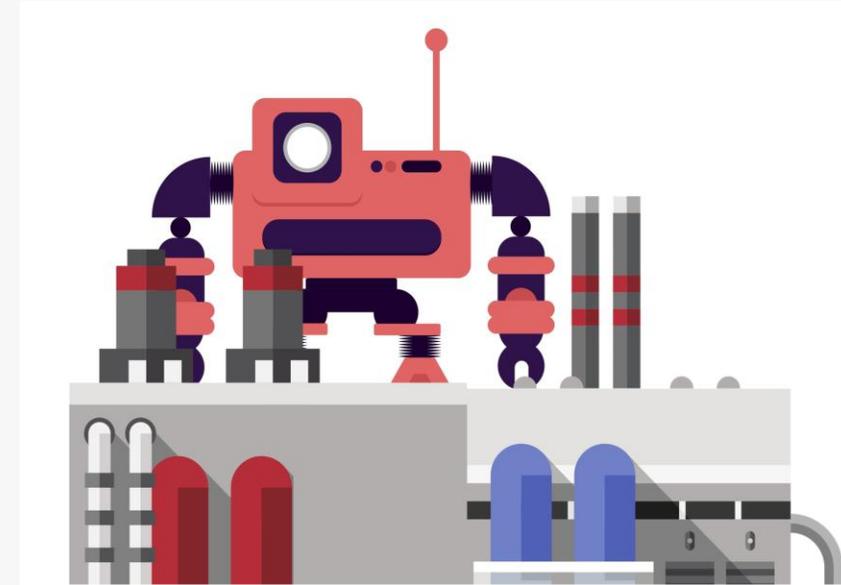


Research & Development

Production Activities

Producers, manufacturers and suppliers.

- Designing – selecting and designing the product.
- Manufacturing – deciding on the production process.
- Delivering – establishing inventory control and distribution.



Problem-solving Activities

Knowledge intensive businesses, such as consultants.

- Knowledge management – store & disseminate knowledge.
- Recruitment – recruit skilled workforce like specialists.
- Continuous learning/training – upskill workforce.



Marketing Activities

- Designing marketing strategy – plan for promotion.
- Market research – understanding the market & customer.
- Sales support and events – sourcing customer leads.



Sales and Customer Service Activities

- Sales assistance – raising awareness of products.
- Post-sales support & handling complaints.
- Customer relationship management – managing customer accounts.



Research and Development Activities

High technology and science-based companies.

- New product/service research & development.
- Quality – ensuring quality control standards.
- Innovation – working on novel offerings.



Business Model Canvas – Key Activities

