|  |  |  |
| --- | --- | --- |
|  | Fact/Info | Idea |
| **P**olitical | Govt. initiated Help to grow the program for SME (with funding to university) – opp 4  <https://www.gov.uk/business-finance-support/help-to-grow-management-uk> | Business workshop  Coaching  Mentorship |
| **E**conomic | * ​​​In 2020–​21, 4528 new graduate start-ups were created. - **opportunity 4** * 167 new university-owned or part-owned spin-off companies were created. * Funding body grants: £6.0 billion – opp 5   https://www.universitiesuk.ac.uk/latest/insights-and-analysis/higher-education-numbers  Rising cost of operation industry – **Threat 4**  https://www.fenews.co.uk/education/the-real-dangers-of-soaring-energy-bills-and-rising-operational-costs-for-schools/ | Business workshop  Coaching  Mentorship |
| **S**ocial | 75% of Millennials are eco-conscious to the point of changing their buying habits to favor environmentally-friendly products. – opp 4  https://www.nasdaq.com/articles/how-millennials-and-gen-z-are-driving-growth-behind-esg | Product that eco-friendly  Service – zero carbon footprint |
| **T**echnology |  |  |
| **E**nvironmental |  |  |
| **L**egal |  |  |

**Competitors Analysis**

|  |  |  |  |
| --- | --- | --- | --- |
| University | 1 University of Wolverhampton, | 2 University of Huddersfield, | 3 Staffordshire University, |
| Ranking |  |  |  |
| Capabilities matching to HBS |  |  |  |
| Weakness against HBS |  |  |  |

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|  | Strength   1. The university is also committed to providing an excellent student experience, with a range of support services and facilities available to students. 2. \*\*\* HBS network and support | Weakness |
| Opportunities   1. 4528 new graduate start-ups were created. 2. 75% of Millennials are eco-conscious | What product or service, HBS can offer to this target market (SDG no 4, 8) |  |
| Threat |  |  |

|  |  |
| --- | --- |
| Strength  **strong reputation for research and innovation, and is a member of the Russell Group of leading UK research universities**.  The university is also committed to providing an excellent student experience, with a range of support services and facilities available to students.  <https://www.globalstudyuk.com/latest-blog/why-you-should-study-at-the-university-of-hertfordshire/#:~:text=The%20university%20has%20a%20strong,and%20facilities%20available%20to%20students>. |  |
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