|  |  |  |
| --- | --- | --- |
|  | 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 workshopCoachingMentorship |
| **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-numbersRising 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 workshopCoachingMentorship |
| **S**ocial | 75% of Millennials are eco-conscious to the point of changing their buying habits to favor environmentally-friendly products. – opp 4https://www.nasdaq.com/articles/how-millennials-and-gen-z-are-driving-growth-behind-esg | Product that eco-friendlyService – 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 |  |  |  |

TOWS

|  |  |  |
| --- | --- | --- |
|  | Strength1. 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 |
| Opportunities1. 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>. |  |
|  |  |