



What is business analysis and what is it for? First of all business analysis is necessary for owners and top-management of company to understand company's performance and current situation with business plans realization, to compare company's capability with its' strategic goals, to outline existing opportunities, to define necessary changes of organizational structure, methodological approach, technical plan, to decide on the scope of product and services in demand to introduce it in the market first.

Business analysis is useful for evaluation of actual situation on company (organization, enterprise) and for future needs research purposes. In most case business analysis is aimed at solution of business needs and achievement of business goals, or obstacles overcoming on the way to the main objectives. Complex of solution is the scope of necessary changes to ensure problems solving, meeting customer's requirement, gaining competitive advantages and use of existing opportunities.

To provide full and certain evaluation we make SWOT – analysis, which helps to find out strengths and weaknesses and to understand opportunities and dangers. The main objective of business analysis is to strengthen company positions, to reduce the impact and minimize the implications of negative factors, and to benefit for company's potential in the most effective way. The results of business analysis are very important to long-term of short-term strategy of the company.

Aitico LLC carries out business analysis and business planning in accordance with BABOK* International standards, worked out by International Institute of Business Analysis (Canada, USA).

Business analysis include following chapters:

- Previous and current situation in the company,
- Market and competition,
- Pricing policy,
- Advertising and promotion,
- Sales forecast,
- Analysis of Balance Sheet,
- Profit&Loss Statement analysis,
- Cash Flow analysis,
- Analysis of break-even level,

- Financial risks,
- Control of performance,
- Business plan preparation.

There are stages of business analysis as follows:

1. Preparation to business analysis (approaches definition, interviews with investors, business analysis planning, business analysis technics choosing, communications planning, demands management, business analysis management).
2. Estimation (preparing to estimation, estimation, capturing of estimation results, confirmation of estimation results).
3. Demands and communications management (decision management, demands kit preparation, setup of communication principles).
4. Enterprise analysis (demands definition, opportunities estimation, approaches definition, decisions appliance definition and business cases definition).
5. Business analysis (priority spheres definition, organization, specification and modeling of demands, definition of opportunities and restrictions, demands verification, goals setup).
6. Decisions estimation and competences definition (analytical approach, business knowledge, communication skills, interactive communications, IT-solutions).