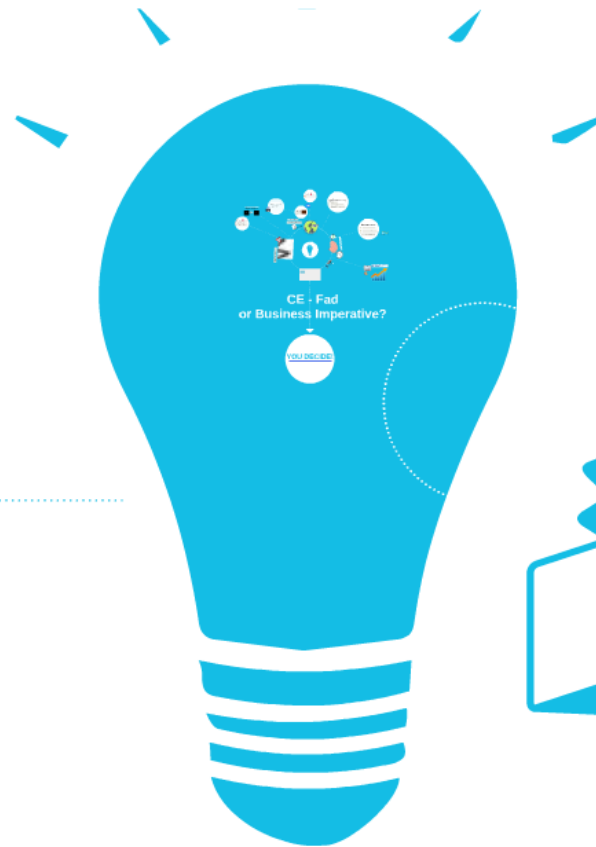


Quick Growth at QlikTech



Thecasesolutions.com

Quick Growth at QlikTech



Thecasesolutions.com



What is Corporate Entrepreneurship (CE)?

- Development of new ideas and opportunities within large established businesses
- Leads to improvement of organisational profitability
- Enhances competition position

Thecasesolutions.com

Thecasesolutions.com




Overview:

- What Corporate Entrepreneurship is
- Positives of CE
- Negatives of CE
- How it effects organisations
- Example - Tesco VS Lidl
- Fact or business imperative?

Thecasesolutions.com



What is Corporate Entrepreneurship (CE)?

-  Development of new ideas and opportunities within large established businesses
-  Directly leads to improvement of organisational profitability.
-  Enhances competition position

Thecasesolutions.com

Thecasesolutions.com

Overview:

- What Corporate Entrepreneurship is
- Positives of CE
- Negatives of CE
- How it effects organisations
- Example - Taxi VS Uber
- Fad or business imperative?

Why should businesses engage in Corporate Entrepreneurship (CE) ?



It accelerates business growth



Leads to innovation and increased financial returns



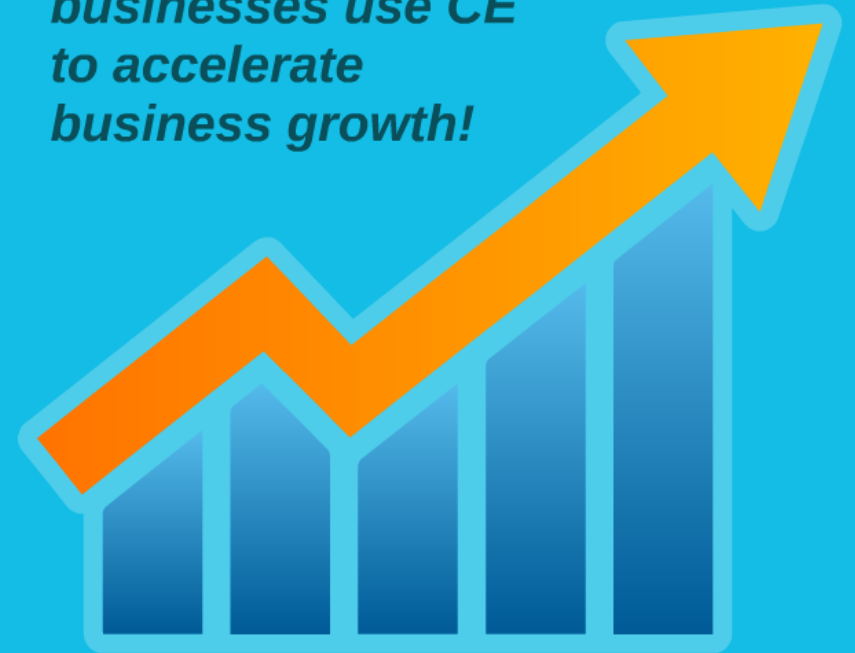
Firms gains competitive advantages

Thecasesolutions.com

Can CE accelerate business growth?



*65% top 100
businesses use CE
to accelerate
business growth!*



Thecasesolutions.com

Let's consider Apple Inc.

Thecasesolutions.com



Innovation!?



Thecasesolutions.com

- 1 Apple's strategic focus on CE lead to the development of the iPod and iPhone
- 2 Reshaped the smartphone industry
- 3 Gained public recognition and high financial return
- 4

