

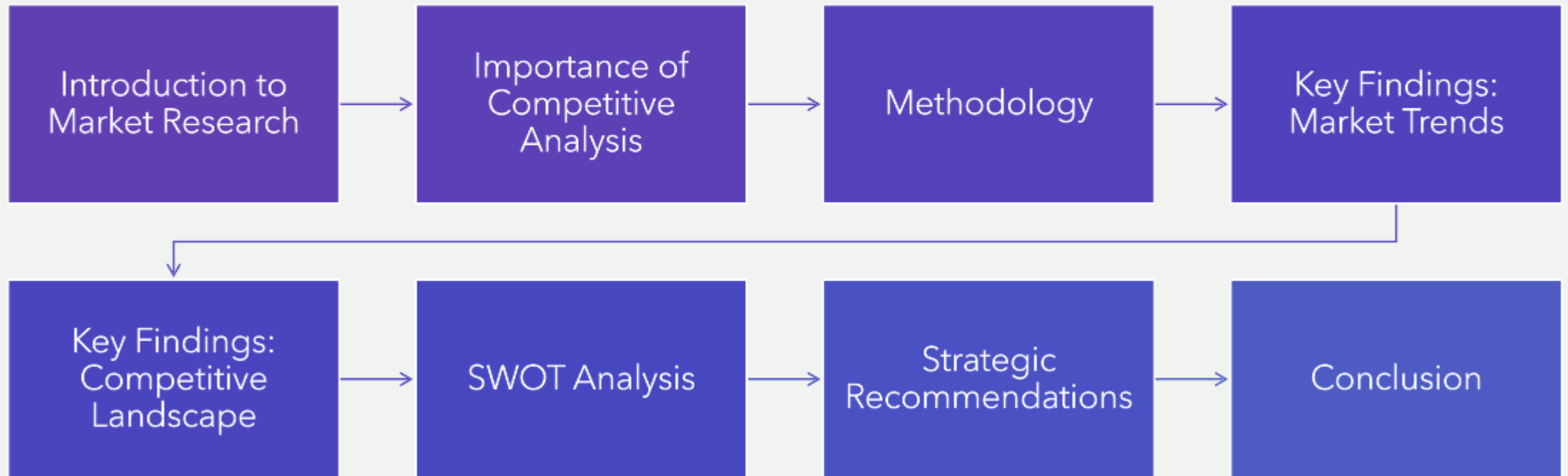
MARKET RESEARCH AND COMPETITIVE ANALYSIS

Done By -

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Agenda



Introduction to Market Research

Definition: The process of gathering, analyzing, and interpreting information about a market, including product/service demand, competition, and customer behavior

Purpose: Helps businesses understand market trends, customer needs, and potential market opportunities

Importance of Competitive Analysis



Definition: Competitive analysis involves assessing the strengths and weaknesses of current and potential competitors



Purpose: Enables businesses to make informed strategic decisions and gain competitive advantage

Helps in positioning your product effectively
Identifies market gaps and opportunities
Anticipates competitor moves

Methodology: Data Collection & Analysis



Primary Research: Surveys, interviews, focus groups with customers, suppliers, and experts



Secondary Research: Industry reports, competitor websites, financial reports, market databases



Tools Used: SWOT analysis

Market Overview



Industry Trends

Highlight major industry trends affecting the market

Technological innovations

Regulatory changes

Shifts in consumer behavior

Economic conditions

Sustainability and eco-consciousness

Key Competitors



List of main competitors in the market



Market share of each competitor



Key products and services they offer



Strengths and weaknesses

Competitor Strategies



Pricing strategies



Marketing and advertising approaches



Product differentiation



Customer service and post-sale services



Distribution channels and global reach

SWOT Analysis



Porter's Five Forces Analysis

Industry Rivalry: Level of competition in the industry

Threat of New Entrants: Barriers to entry for new competitors

Threat of Substitutes: Availability of alternative products/services

Bargaining Power of Buyers: Customer influence over prices

Bargaining Power of Suppliers: Supplier control over raw material pricing and availability


Customer Analysis

Customer segments:
B2B vs B2C, age groups,
income levels

Buying behaviors and
preferences

Pain points and unmet
needs

Market Gaps and Opportunities



Analysis of untapped
segments or
customer needs

Emerging markets
and technological
innovations

Unfulfilled demand
or poor service areas
in competitors'
offerings

Strategic Recommendations



Product Development: Improve features or introduce new products based on gaps/opportunities



Pricing Strategy: Adjust pricing to meet market demand and competitive positioning



Marketing Campaigns: Target untapped customer segments or geographies



Partnerships/Alliances: Collaborate with other companies to expand reach or resources

Conclusion



Summary of key insights and takeaways



Emphasize the importance of continuous market research and competitor monitoring for long-term success



Next steps: Implement strategic recommendations, follow up with periodic market reviews

THANK
YOU

