ASSIGNMENT

SUBMITTED BY:

AYUSH KUMAR JHA

SAP ID - 500086400

Enrollment no - R200220083

B.C.A -I.O.T.

Q1 What are the methods used for obtaining intelligence information from competitors.

- identify and analyze industry trends to decide on future moves;
- obtain knowledge and insights into expectations, trends, and technologies;
- analyze strengths and weaknesses;
- allocate resources more efficiently;
- improve ROI
- boost the process of product launching;
- predict the steps of competitors;
- make the right business decisions.

7 Sources of Competitive Intelligence

- Social media platforms
- Sites of competitors
- Syndicated research reports
- Marketing tests
- Product reviews
- Pricing and packaging updates
- Changes in positioning and messaging

Q2 How the checklist should be designed for verifying the intelligence information.

review them.

- **Social media platforms.** Analyzing customers' comments on different social media platforms enables you to compare your products with your competitors' alternatives. Honest feedback can help you improve your products and services.

- **Sites of competitors.** Competitors' sites enable you to analyze their products and services, provide you with insights into their business, and share information on their updates. Many tools can help you make a competitor analysis like SEMRush to monitor changes in competitors' ranking or use Ahrefs to check any URL's top organic keywords and determine how much traffic your rival obtains on them.

- **Syndicated research reports.** These reports are crucial since they provide data on growth forecasts, company profiles, market-related numbers, and trends. With the help of these reports, you can obtain an overview of your market, main competitors, and what makes them special.

- **Marketing tests.** Landing pages and A/B tests are particularly important as they allow you to have an insight into the plans of your competitors. By monitoring your rivals' campaign tests, you can figure out what works best and what doesn't need to be implemented.

- **Product reviews.** You can also analyze third-party product reviews. This information helps you determine what customers of your rivals like and dislike about their products or services. This way, you will obtain essential facts about competitors: their strengths and gaps. Knowing what consumers think about goods enables you to identify your opponents' weaknesses and receive a competitive advantage.

- **Pricing and packaging updates.** Changes made to packaging and pricing also affect marketing campaigns. That's why it's critical to share them with internal teams, for instance, with sales. These updates show shifts in your rival's strategy, for example, when they implement business expansion.

- **Changes in positioning and messaging.** It's worth mentioning that if your competitor changes messaging or positioning, you need to monitor those changes. This way, you can gauge the direction of your rival. For this purpose, team members visit the competitors' sites and focus on home pages, blog posts, landing, and product pages.