Competitive Strategy & Forecasting

Capabilities:

1. B2B: Feature Mapping, Pricing Intelligence, RFP Analysis

2. B2C: Shelf Visibility, Promo Tracking, Sentiment Benchmarks

3. Weak Signal Detection (<5% market share)

4. Strategic Landscape Maps

5. Horizon Planning (H1-H3 forecasting)

6. Visual Tools: S-curve, Impact Matrix, Radar Charts