Competitive Landscape Analysis

Objective: Competitive landscape analyses characterize competition, assess the relative strength of a product in its market, and identify weaknesses is a client's business strategy.

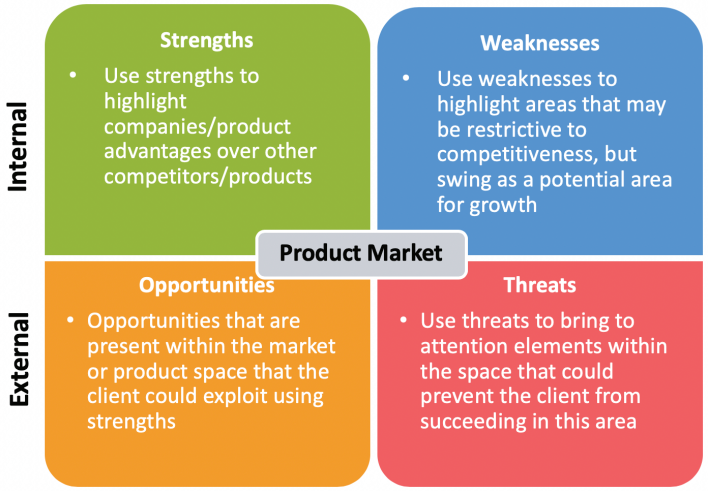
Methodology: Competitive landscape analysis consists of three main stages: identifying the competitors, building company profiles, and comparing these companies to the client.

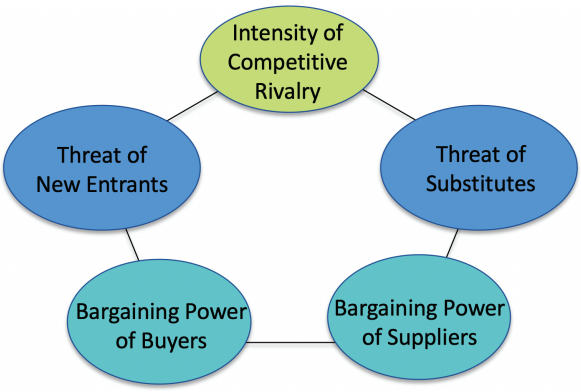
1. Identify competitors using resources such as Nexus Uni, Mergent Online, and Zyphyr from the Kresge Library.
2. Create competitor profiles including information such as location, size, key industry, key product, pricing, and revenue.
3. Compare the client to their competitors via techniques such as SWOT analysis, Porter's Five Forces, or perceptual mapping.

SWOT analysis provides a comprehensive overview of a company's market position via internal factors such as the strengths and weaknesses of your client's product and external factors or opportunities and threats to the product.

- Internal factors: financial, physical, and human resources, access to resources, or internal business processes
- External factors: market trends, economic trends, funding, business relationships, and regulatory constraints

Limitation: oversimplifies weaknesses in a business strategy as it does not evaluate the impact of a given factor





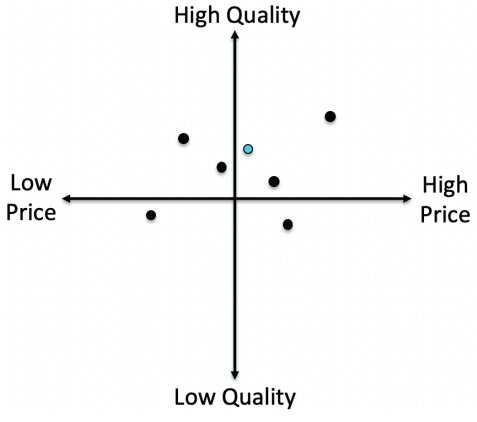
Porter's 5 forces identify potential threats to a client's product in the following 5 categories: intensity of competitive rivalry, threat of substitute, bargaining power of suppliers, bargaining power of buyers, threat of new entrants.

Limitation: findings are time-sensitive as markets are dynamic and take a holistic view instead of comparing a product to a specific competitor

Perceptual Mapping is used to create a visual comparison of a product within its market and identify barriers to entry by comparing a set of related items with respect to two parameters.

- Clusters of data points indicate a market segment, while a lack of data points indicate a void space that a client may potentially fill.

Limitation: inability to evaluate multiple attributes at the same time, as perceptual mapping is typically done on a Cartesian plane



Follow the link to Kresge Library to find the other databases discussed above: https://kresgeguides.bus.umich.edu/miLEAD/home