

Learning objectives



Objective

Conduct in-depth market research in mobile / IoT cybersec sector



Task

Analyze market trends, prospect behaviors, and competitive landscape.



Data Collection

Gather data through surveys, interviews, and secondary research.



Analysis

Interpret findings to identify opportunities, challenges, and potential market gaps.



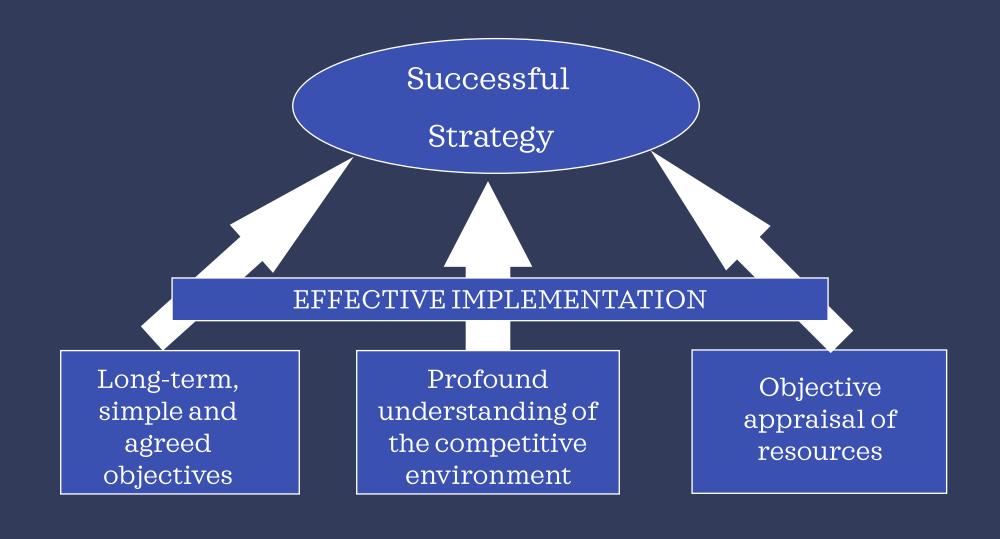
Presentation

Prepare a report in order to present findings

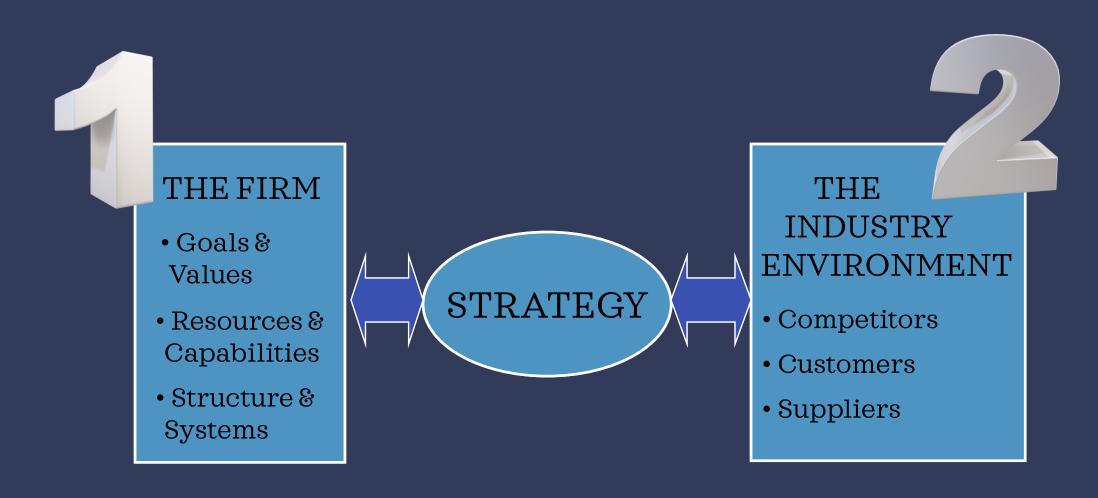
What Makes a Successful Strategy?



What Makes a Successful Strategy?



The Basic Framework for Strategy Analysis



Describing Firms' strategy

STATIC

- Where are we competing?
 - Product market scope
 - Geographical scope
 - Vertical scope
- How are we competing?
 - What is the basis of our competitive advantage?

DYNAMIC

- What do we want to become?
 - Vision statement
- What do we want to achieve?
 - Mission statement
 - Performance goals
- How will we get there?
 - Guidelines for development
 - Priorities for capital expenditure, R&D
 - Growth modes: organic growth, M&A, alliances

COMPETING FOR THE PRESENT

PREPARING FOR THE FUTURE

Competitor Analysis

STRATEGY

How is the firm competing?

OBJECTIVES

What are competitor's current goals? Is performance meeting these goals? How are its goals likely to change?

ASSUMPTIONS

What assumptions does the competitor hold about the industry and itself?

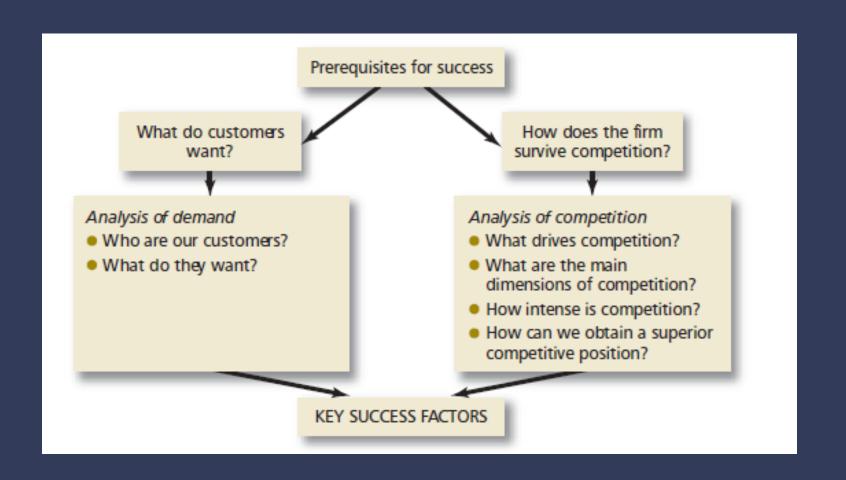
RESOURCES AND CAPABILITIES

What are the competitor's key strengths and weaknesses?

PREDICTIONS

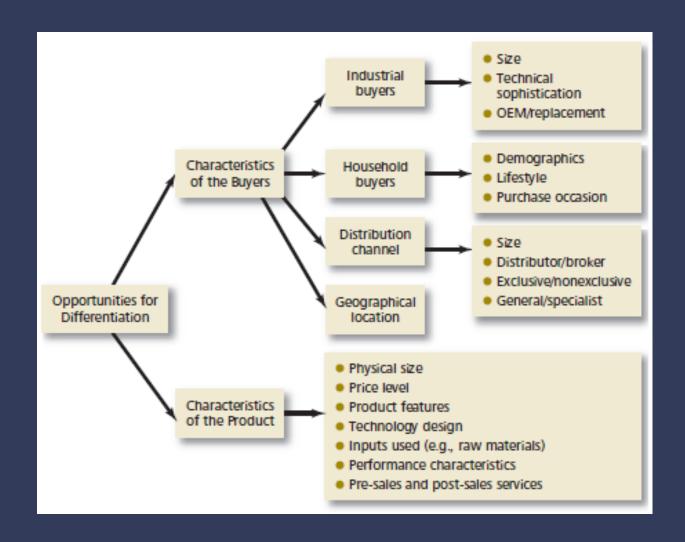
- What strategy changes will the competitor initiate?
- How will the competitor respond to our strategic initiatives?

Identifying Key Success Factors



Segmentation Analysis

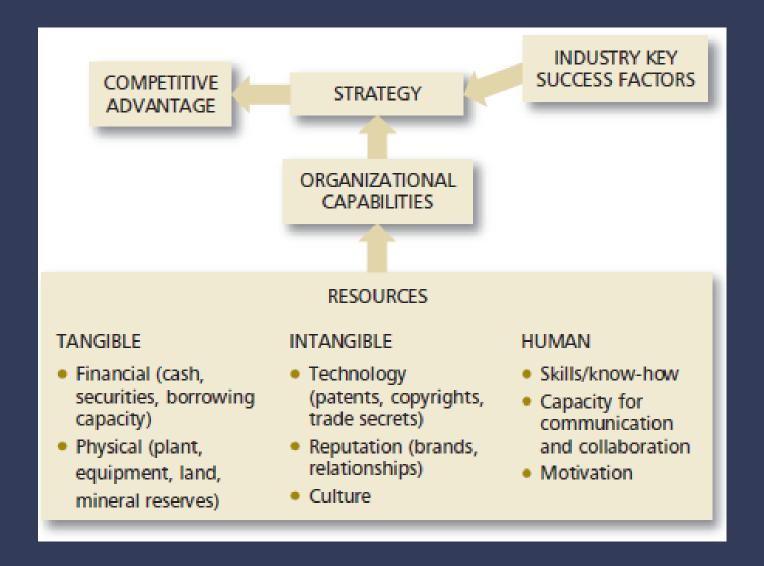
- Identify Key Segmentation Variable;
- Construct a Segmentation Matrix;
- Analyze Segmentation Attractiveness;
- Identify the Segment's Key Success Factors;



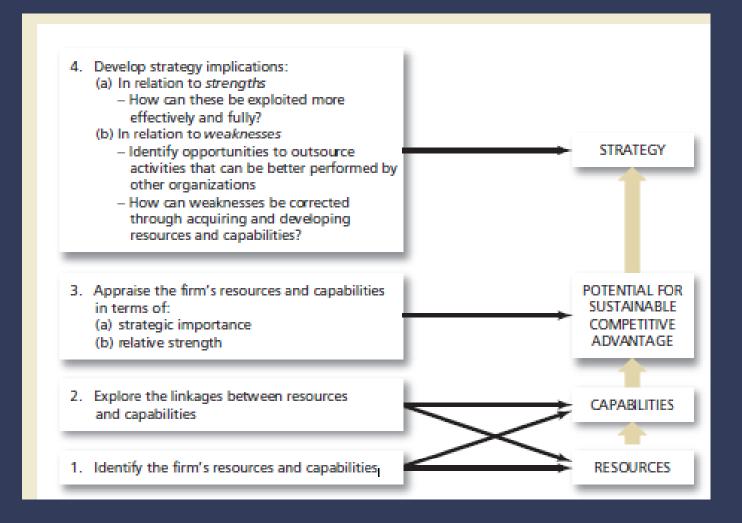
Analyzing Resources and Capabilities



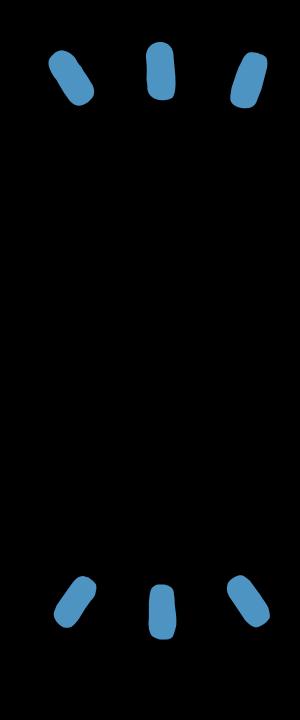
From Resources to Competitive Advantage



A Framework for Analyzing Resources and Capabilities







How to Do a SWOT Analysis

Strengths

- · What do we do well?
- What have our customers or partners told us they like about us?
- In what areas do we outpace our competitors?
- What's unique about our business, products, or services?
- What assets do we own (Intellectual property, proprietary technology, capitol)?

Weaknesses

- What can we improve?
- What are our customers or partners dissatisfied with?
- Where do we fall behind our competitors?
- Where are we lacking in knowledge or resources?

Opportunities

- What emerging trends can we take advantage of?
- Which of our strengths might be valuable to potential partners?
- What adjacent markets might we tap into?
- Are there geographic locations with less competition?

Threats

- What is our competition doing?
- How could our weaknesses leave us vulnerable?
- What market trends are we unprepared for?
- What economic or political issues could impact our business?

External

Internal

Positive Negative

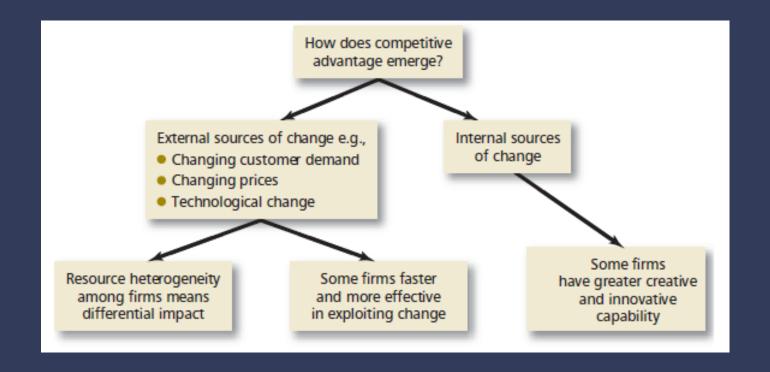


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Building a
Competitive
Advantage

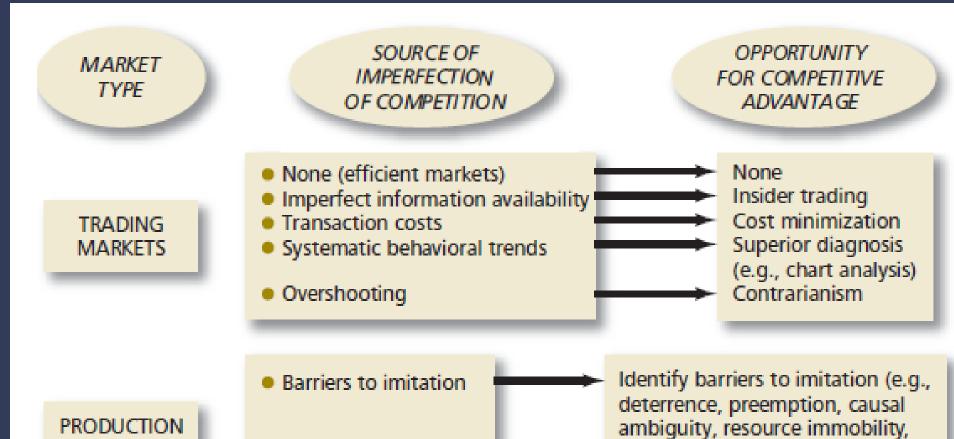


The Emergence of the Competitive Advantage



Competitive
Advantage in
Different
Industry
Settings

MARKETS



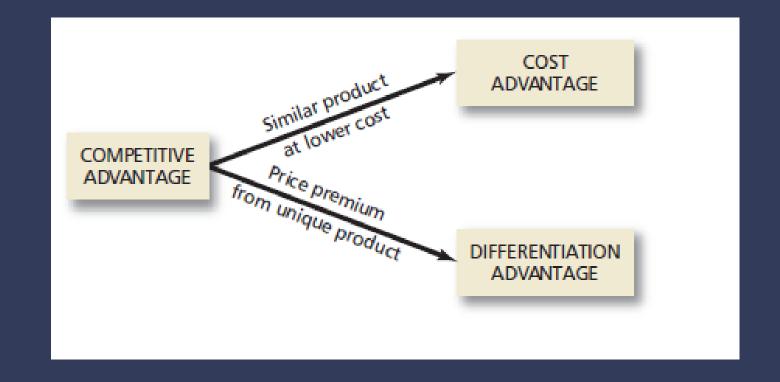
Barriers to innovation

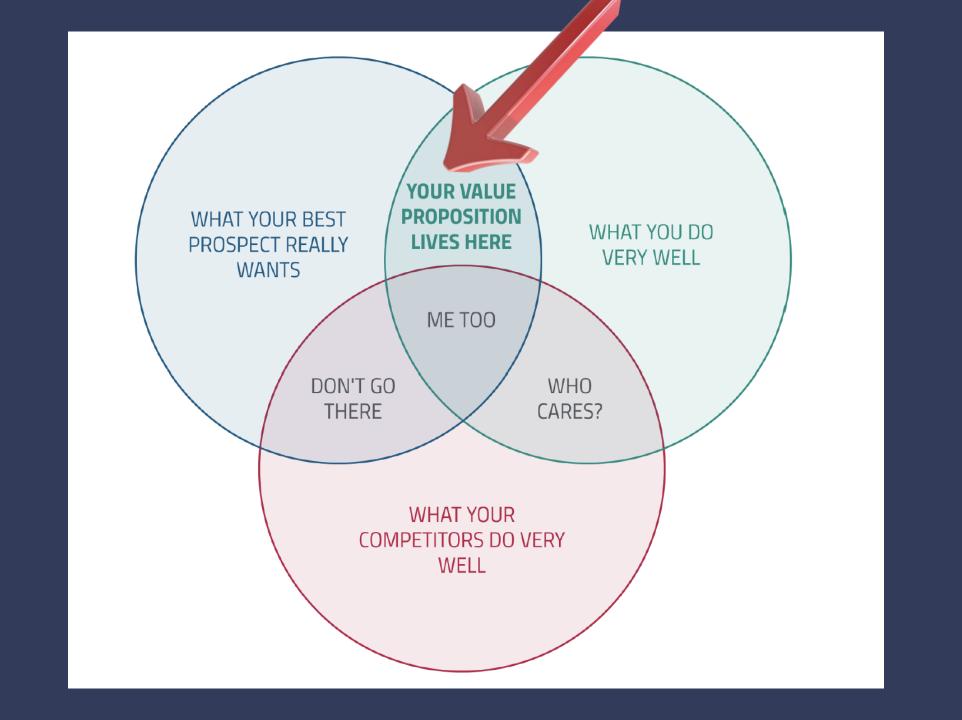
barriers to resource replication)

Difficult to influence or exploit

and base strategy on them

Sources of Competitive Advantage





Further useful materials

1. MARKET TRENDS:

- https://www.wipo.int/edocs/mdocs/aspac/en/wipo_ip_bkk_17/wipo_ip_bkk_17_15.pdf
- https://www.b2binternational.com/assets/ebooks/mr_guide/practical-guide-to-marketresearch_full.pdf

• 2. COMPETITOR ANALYSIS:

• https://www.cmu.edu/swartz-center-for-entrepreneurship/assets/Olympus%20pdfs/Competitive%20Analysis.pdf

3. HOW TO DO INTERVIEWS/ SURVEYS

https://sociology.fas.harvard.edu/files/sociology/files/interview_strategies.pdf

4. SWOT

https://www.cii.co.uk/media/6158020/a-useful-guide-to-swot-analysis.pdf