

# Market Research Challenge

# 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.



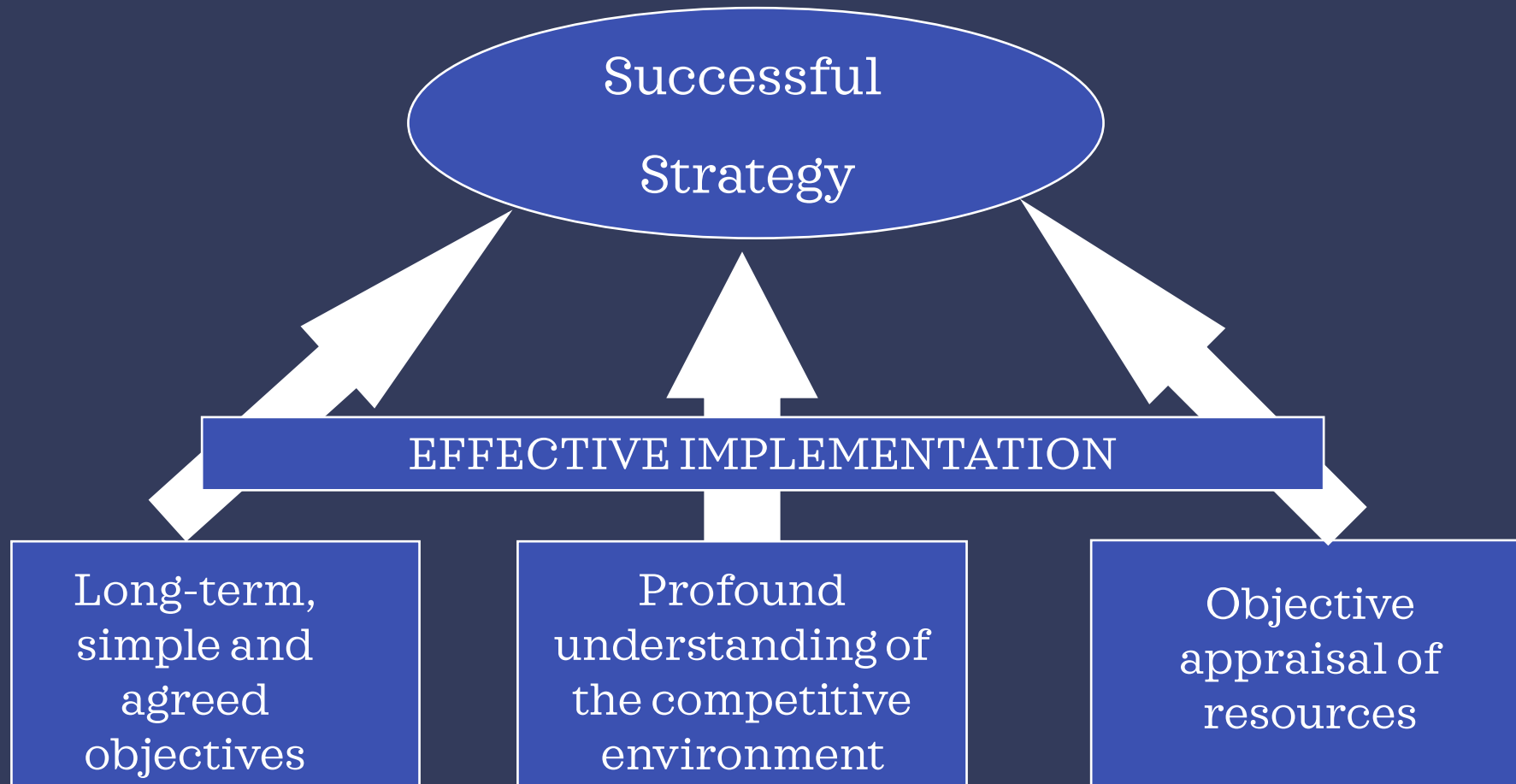
## **Presentation**

Prepare a report in order to present findings

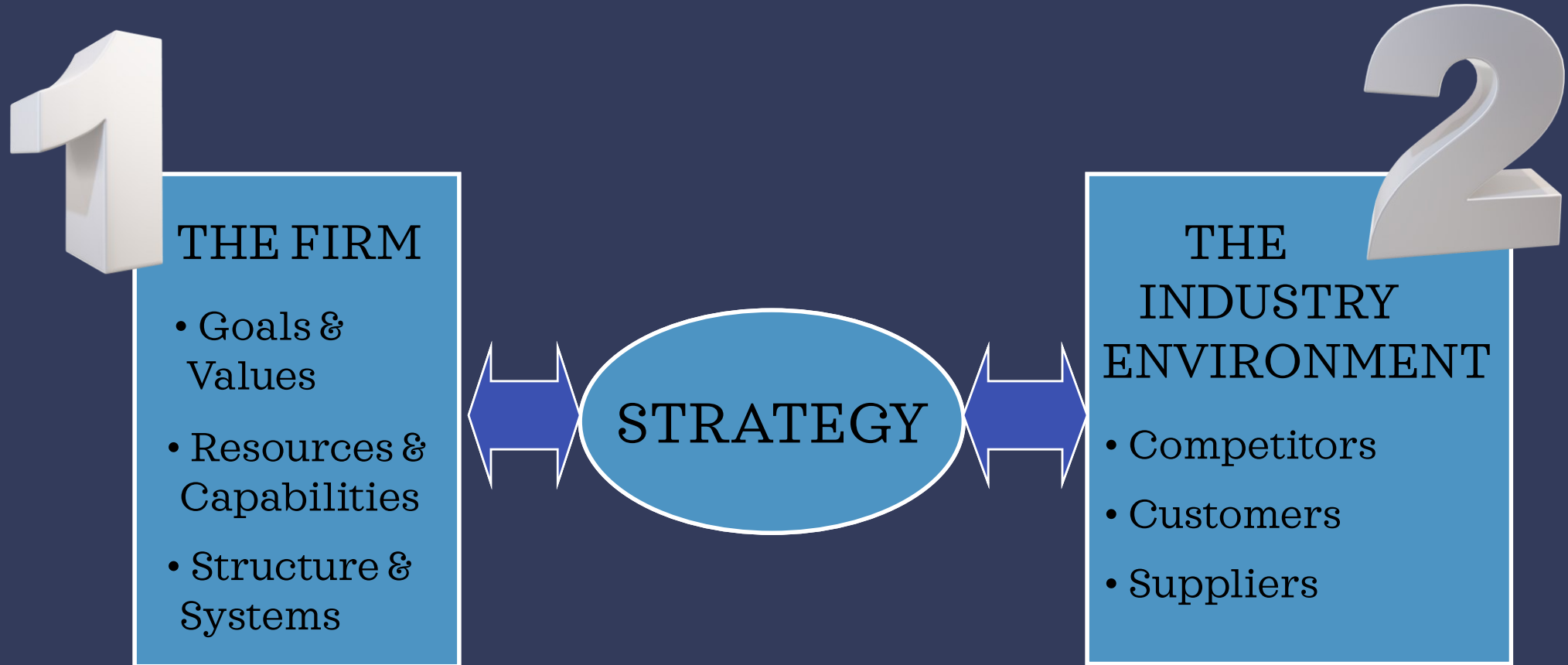
# What Makes a Successful Strategy?



# 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?

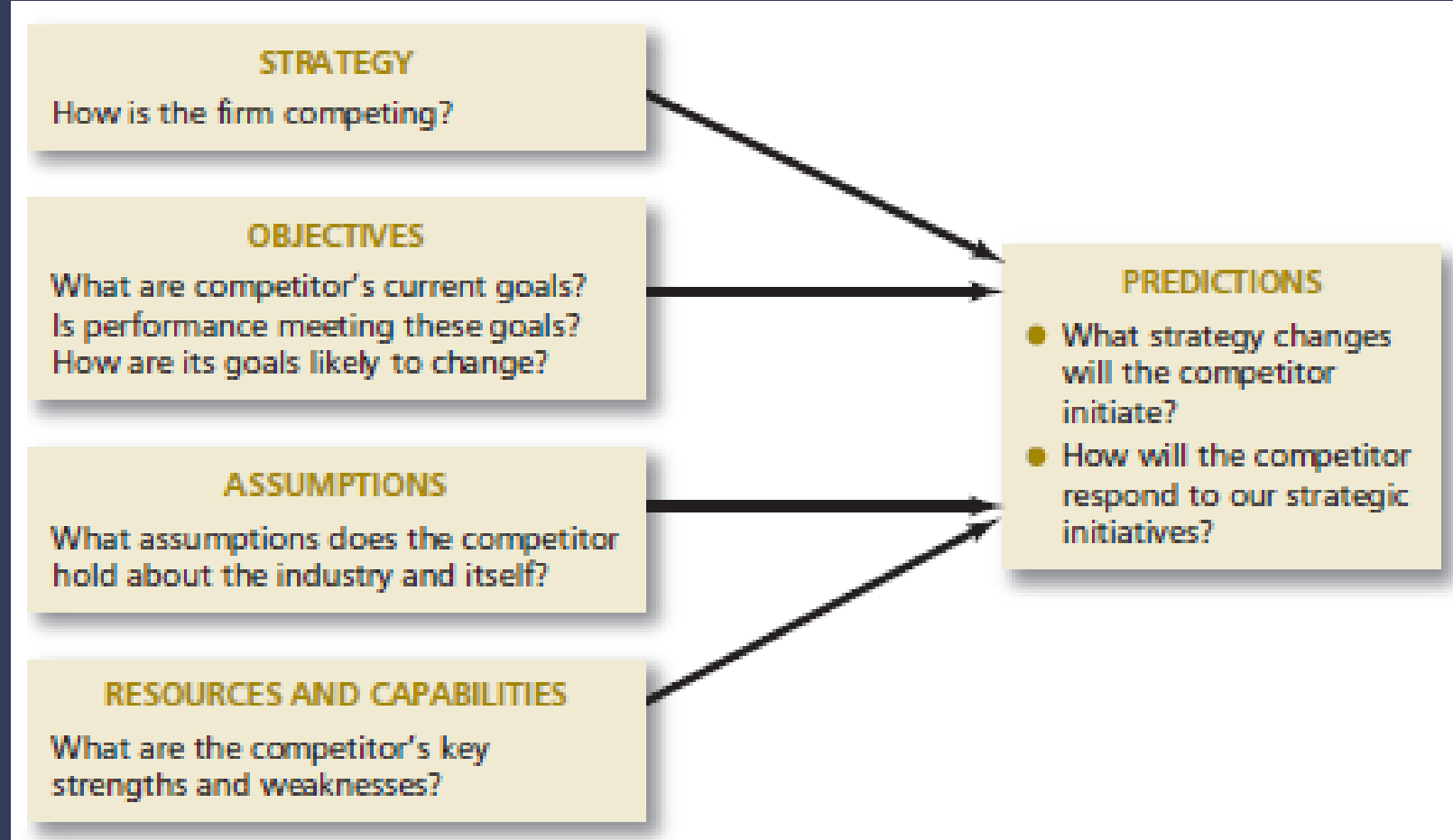
***COMPETING FOR THE  
PRESENT***

## DYNAMIC

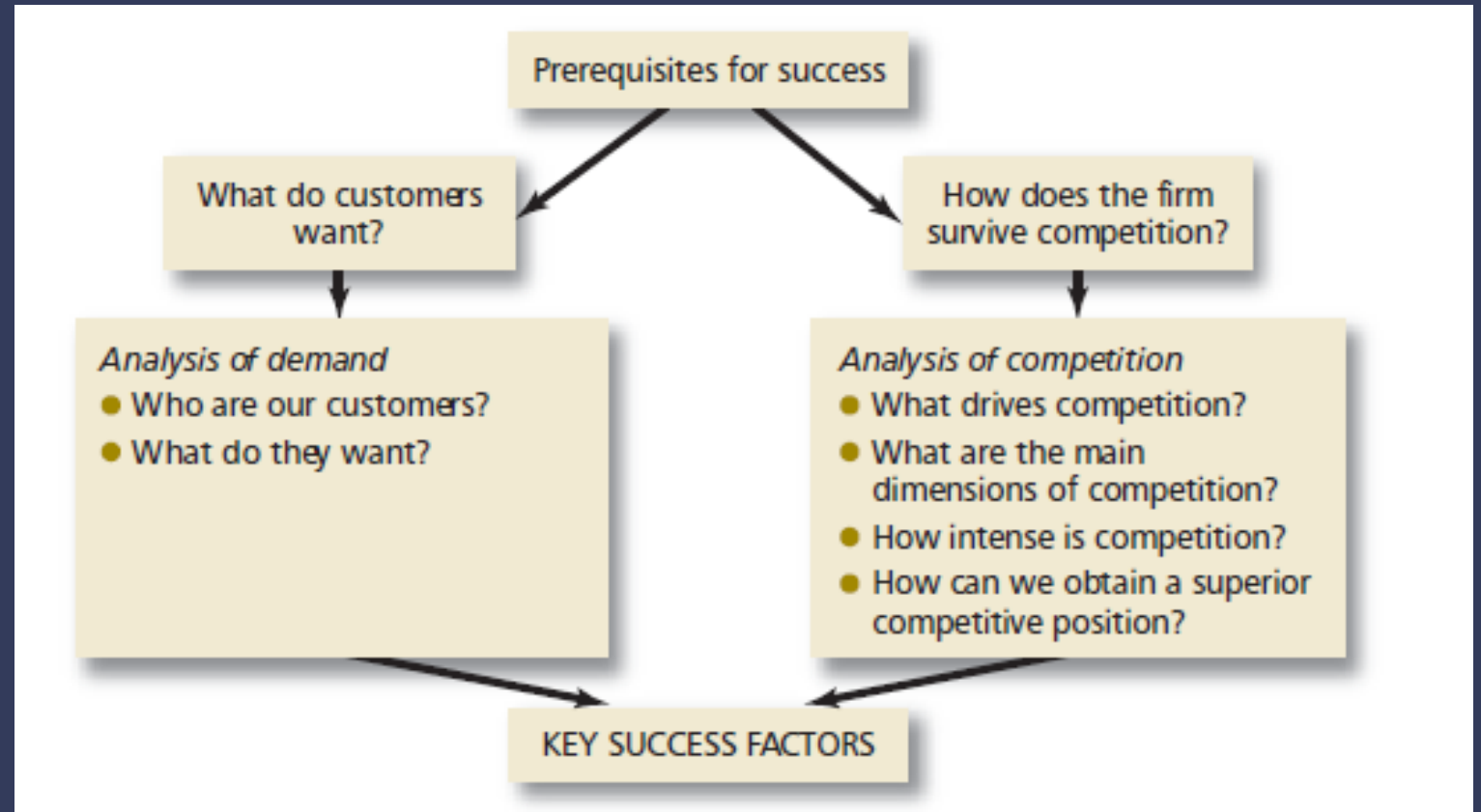
- *What do we want to become?*
  - Vision statement
- *What do we want to achieve?*
  - Mission statement
  - Performance goals
- *How will we get there?*
  - Guidelines for development
  - Priorities for capital expenditure, R&D
  - Growth modes: organic growth, M&A, alliances

***PREPARING FOR THE  
FUTURE***

# Competitor Analysis



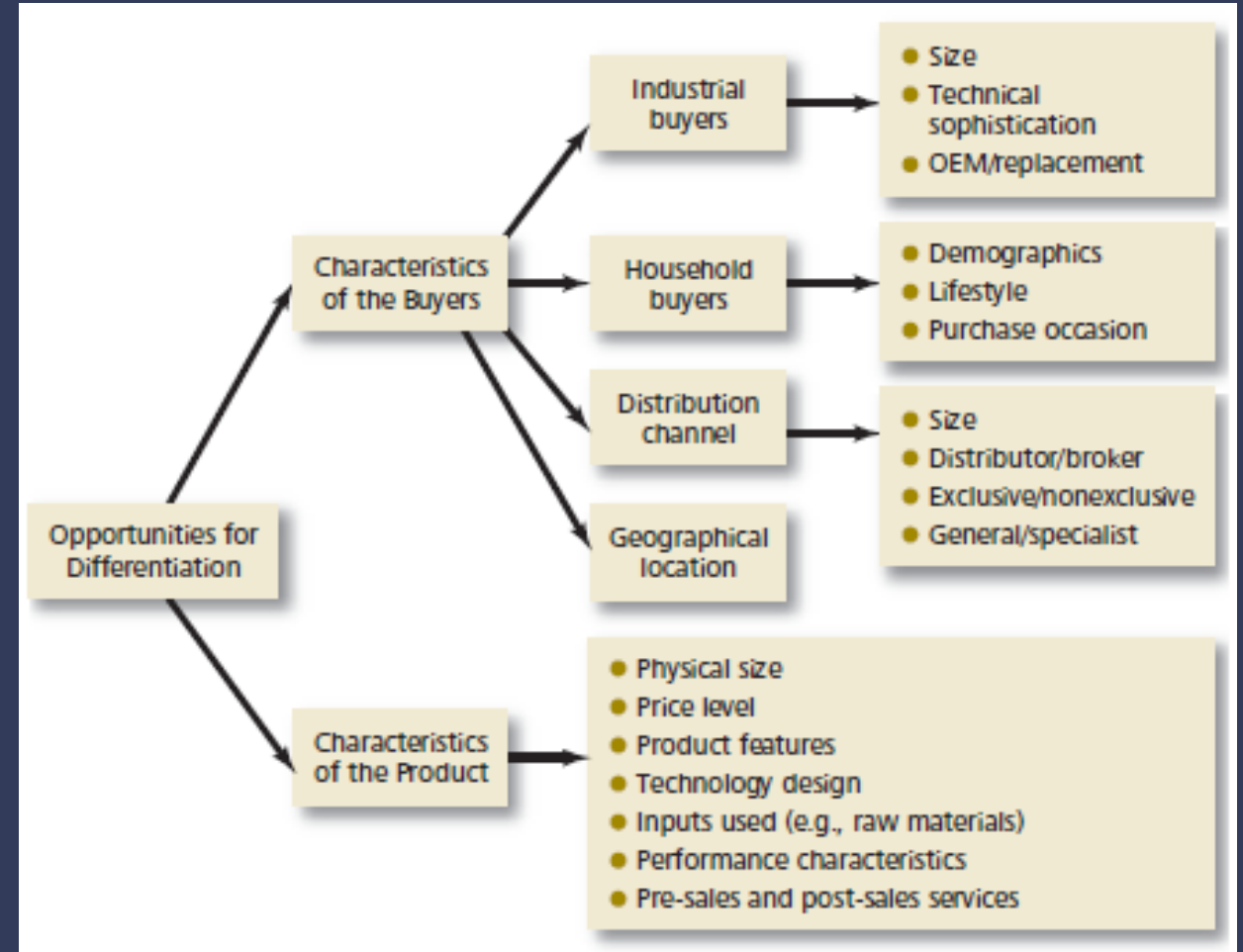
# Identifying Key Success Factors





# Segmentation Analysis

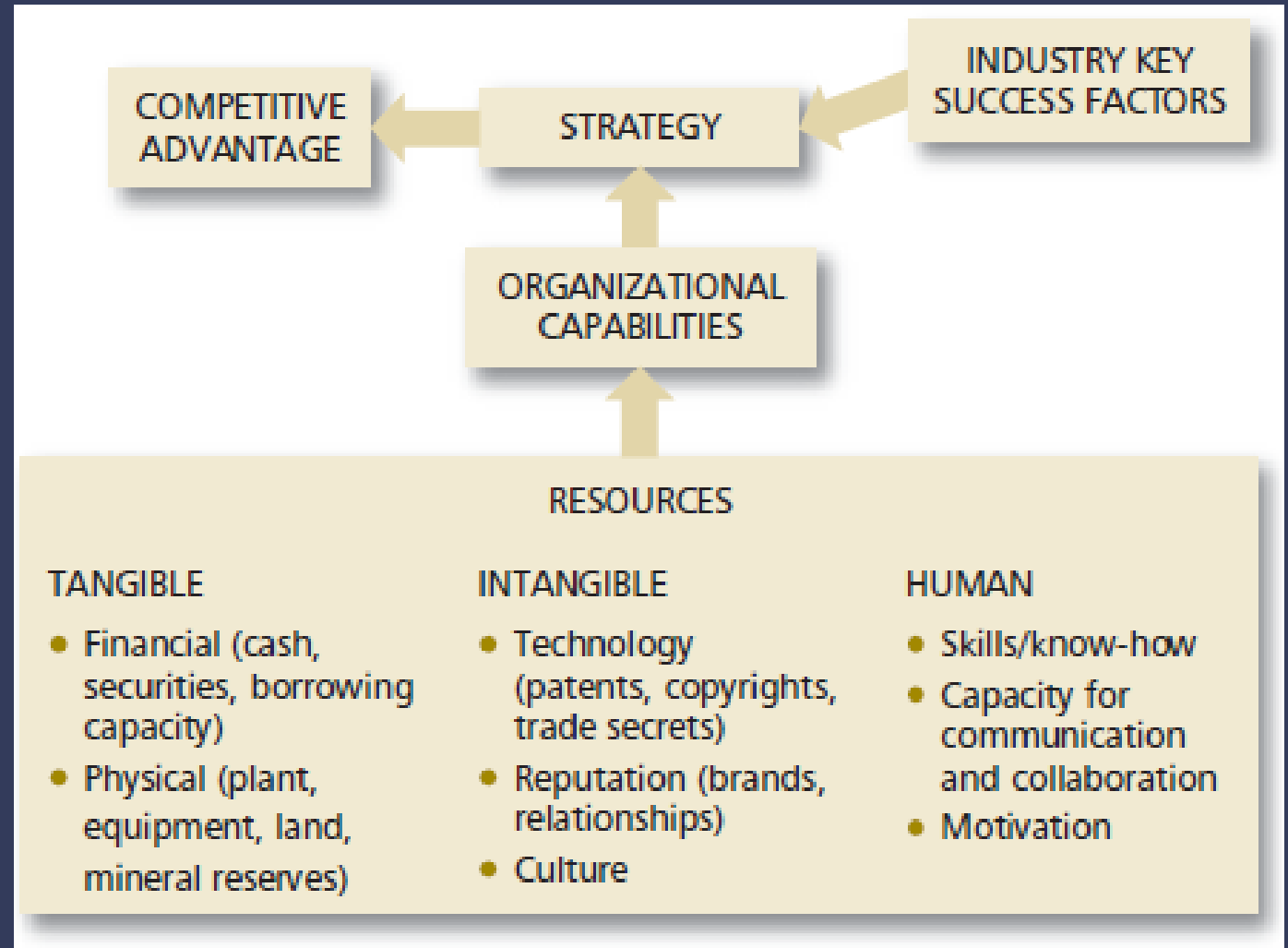
- Identify Key Segmentation Variable;
- Construct a Segmentation Matrix;
- Analyze Segmentation Attractiveness;
- Identify the Segment's Key Success Factors;



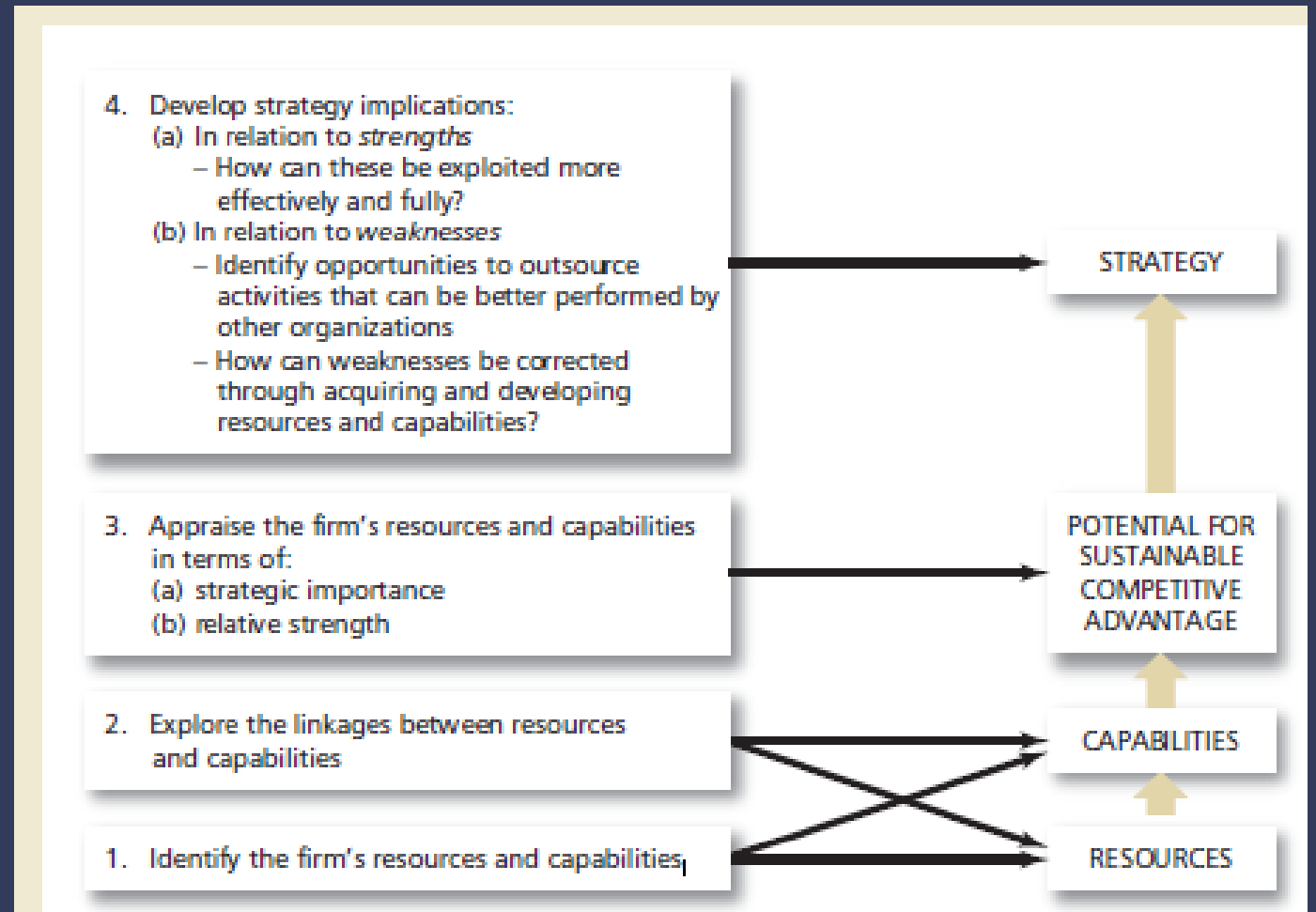
# Analyzing Resources and Capabilities



# From Resources to Competitive Advantage



# A Framework for Analyzing Resources and Capabilities

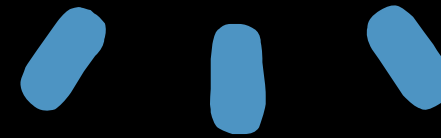
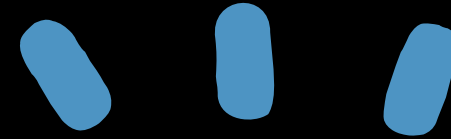




STRENGTHS

SWOT

ANALYSIS

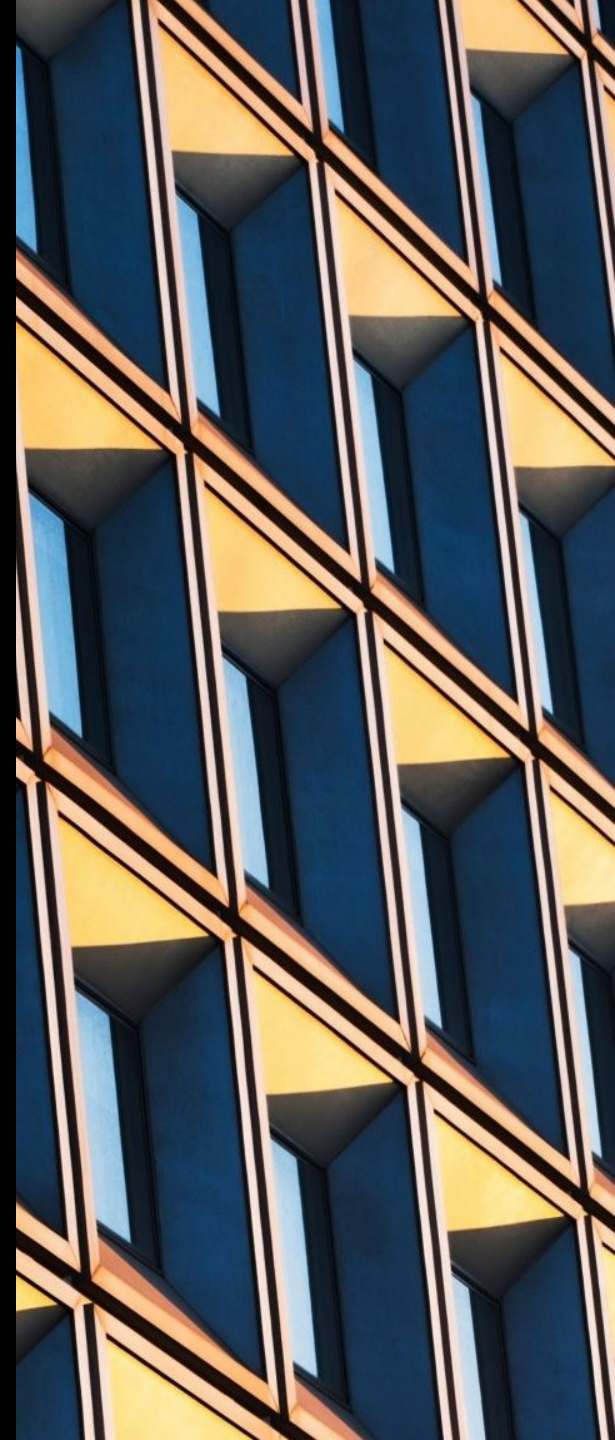


# How to Do a SWOT Analysis



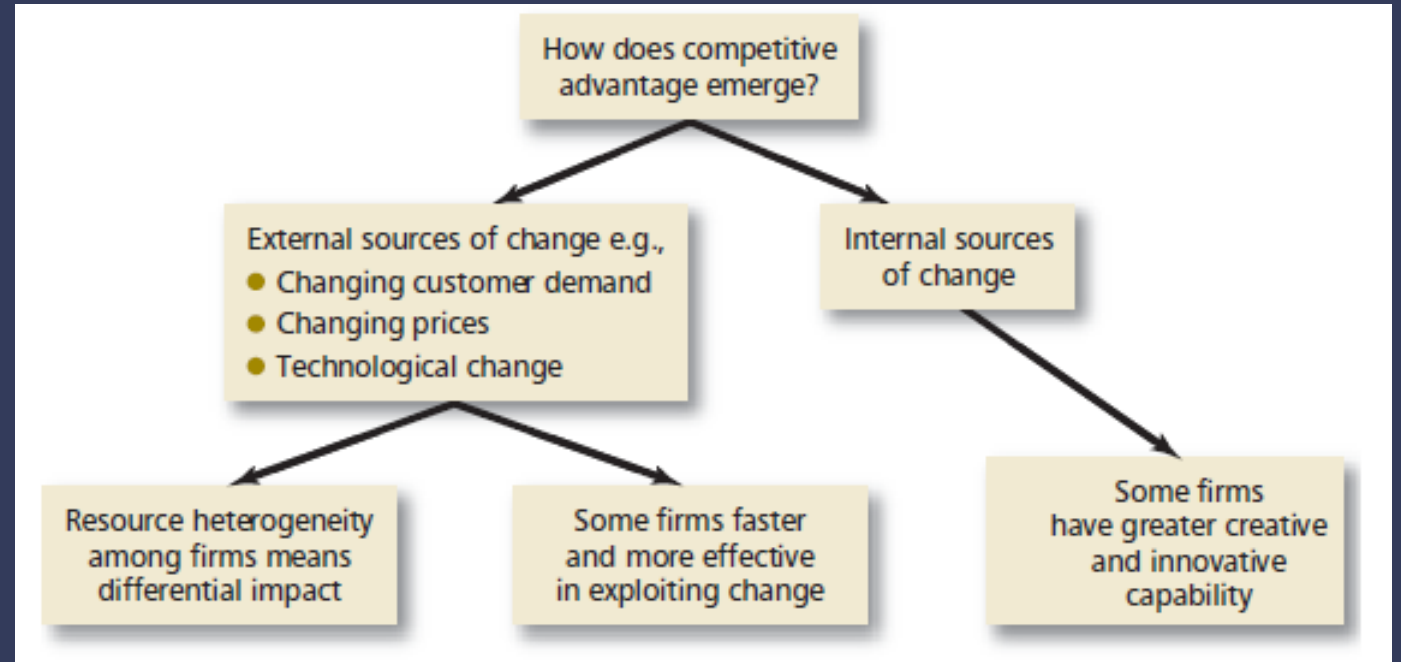


# Building a Competitive Advantage

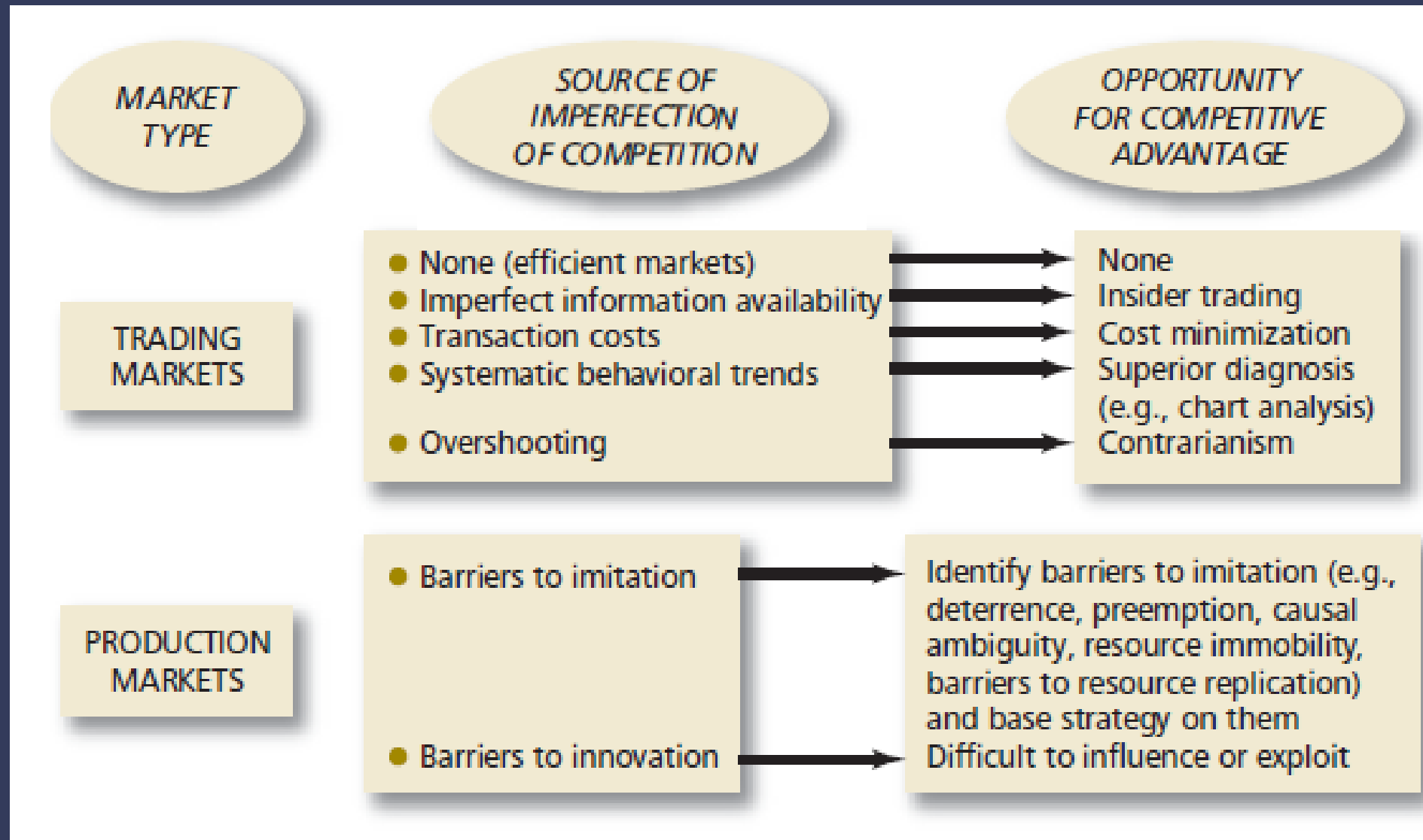




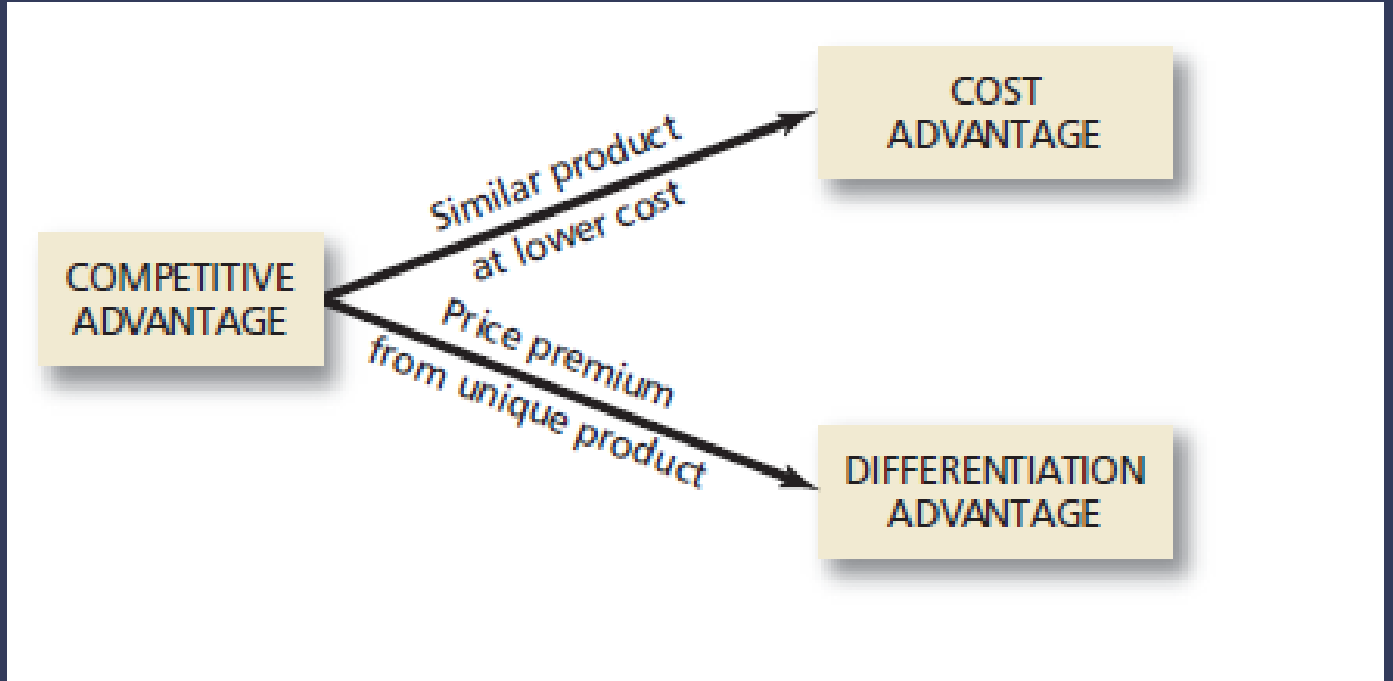
# The Emergence of the Competitive Advantage

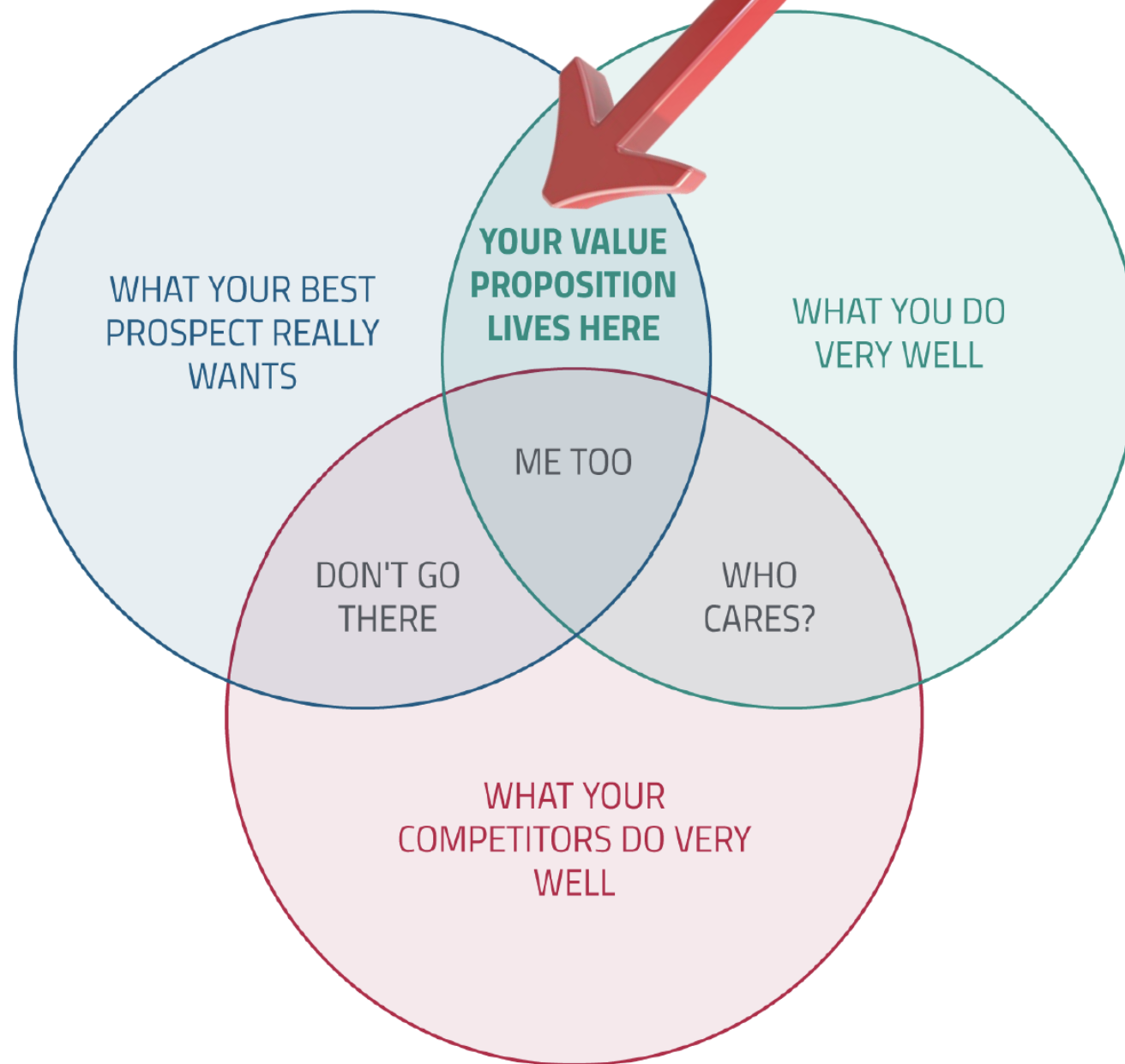


# Competitive Advantage in Different Industry Settings



# 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.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-market-research\\_full.pdf](https://www.b2binternational.com/assets/ebooks/mr_guide/practical-guide-to-market-research_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](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>