**International Competition Analysis**

# Rationale

Businesses preparing to compete in the 21st century are increasingly tasked with crafting strategies which anticipate and respond to the rapid change in global markets. As a result, their information needs constantly evolve to become more and more complex and diverse (Mitchum, 2017).

Information needs are changing in both developed and developing countries. Established markets in industrialized countries are becoming more geographically integrated. As a result, there is a growing need to conduct research spanning borders, in order to identify regional or global market segments, or to examine opportunities for integrating and better coordinating strategies across national boundaries.

Advances in technology both facilitate and at the same time make the collection of data on a global basis more complex (Davis, 2015). The growth and increasing technological sophistication of the communication infrastructure enables data collection on a much broader and diverse geographic scale at a rate which was previously unthinkable. Yet, at the same time, management has to master these tools and understand their inherent limitations and implicit biases.

Change is occurring in virtually all aspects of business and personal life. These changes are being played out at different rates in different parts of the world. Against this backdrop, marketing researchers are being challenged to conduct research that is of the highest possible quality, as quickly as possible, in multiple diverse settings. The issues marketing researchers face are multifaceted and relate to where and how research will be conducted, who the respondents will be, and the tools and techniques that will be used.

Marketing researchers must find creative ways to harness the new technologies to facilitate the conduct of research and enhance its value to clients. At the same time research organizations must begin to develop the capability to conduct marketing research simultaneously in the developed and the developing world. Increasingly multi-national marketers are designing and selling global brands and need research to guide their decision making across an increasingly diverse and disparate world. Sound and timely marketing research becomes even more critical for firms as they compete in the 21st century (Mitchum, 2017).

# Identified Market Indicators of Development

|  |  |  |  |
| --- | --- | --- | --- |
|  | Level of Technology Development | | |
|  | **High** | **Medium** | **Low** |
| Population (millions) | 5,000 | 2,000 | 500 |
| Television per 1,000 | 600 | 200 | 50 |
| Personal Device per 1,000 | 1,000 | 250 | 5 |
| Internet Access per 1,000 | 100 | 35 | 5 |

Table 1 Mitchum

# Potential Growth

Chart 1[[1]](#footnote-1)

1. Chart 1 uses data from company records for the 2015 and 2016 fiscal years while the data for 2018 is estimated based on projected growth. [↑](#footnote-ref-1)