



## Effective Management Skills

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# **Market Analysis, Competitive Intelligence and Benchmarking.**

## **Introduction**

Need to understand how markets, competitors and performance standards are changing is vital to the success of any organization

The course will focus in detail on state-of-the-art approach in gathering quantitative and qualitative information, with special reference to (a) reaching decisions on competitive positioning and (b) setting the content of action plans and projects that will result in improved performance and profitable growth for the organisation. After completing this course, delegates will be able to apply proven tools and techniques in analysing practical business cases in differing market sectors.

### **This course will feature:**

- Effective gathering and interpretation of complex data
- Application of the tools and techniques of analysing market data
- Identification and evaluation of competitors
- Carrying out benchmarking and its role in decision-making
- Application of the main techniques in case studies

### **What are the Goals?**

#### **By the end of the course, participants will be able to:**

- Generate and evaluate market and competitor data.
- Improve and apply deep analytical and creative skills.
- Balance quantitative and qualitative information in making decisions.
- Derive actionable ideas from market-derived data.
- Set realistic and attainable targets for competitive success.

## **The Course Content**

### **Day One**

#### **Market Analysis 1: Business-to-Business (B2B) products and services**

- Generating information – B2B data bases
- Generating information – direct approach to the market
- Tools and techniques of analysis
- Group work on a B2B market analysis problem
- Achieving profitable growth in B2B markets

### **Day Two**

#### **Market Analysis 2: Business-to-Consumer (B2C) products and services**

- Generating information – B2C data bases
- Generating information – direct approach to the market
- Tools and techniques of analysis
- Group work on a B2C market analysis problem
- Achieving profitable growth in B2C markets

### **Day Three**

#### **Competitive Intelligence**

- The emergence of global competition
- Identifying competitors – current and future
- Generating and evaluating competitor information
- Decision-making under imperfect, incomplete or asymmetrical information
- Group work on a problem of competitor analysis

### **Day Four**

#### **Benchmarking: what, why and how**

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- Definition of benchmarking and clarification of its purpose
- Benchmarking and “The Balanced Scorecard”
- How to select the criteria for a benchmarking exercise
- How to use market and competitor data as the basis of benchmarking
- Group exercise on benchmarking

## **Day Five**

### **Fusion of market/competitor/benchmark data to support decisions**

- Effective management of the processes of market/competitor analysis
- Use of market/competitor/benchmark data in supporting decisions
- Use of market/competitor/benchmark data in achieving profitable growth
- Decision exercise on use of market, competitor and benchmark data