



SERVICE with a



Value the customer's
OPINION




Is he or she



How may I help you?



A  customer is a  customer

REWARD
the customer



CUSTOMER SERVICE

Deal EFFICIENTLY
with CUSTOMERS



LISTENING
to the
CUSTOMER



BTS

Training & Consultancy

www.btsconsultant.com

Website: www.btsconsultant.com

Email: info@btsconsultant.com

Telephone: 00971-2-6446633

Market Intelligence

Market Intelligence

Introduction:

This course has been specially designed to enable delegates to analyze increasingly complex market structures; cope with higher levels of competition; and set targets and performance measures that are appropriate for these major new challenges as the 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 a 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 organization. After completing this course, delegates will be able to apply proven tools and techniques in analyzing 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 analyzing market data
- Identification and evaluation of competitors
- Carrying out benchmarking and its role in decision-making
- Application of the main techniques in case studies

Who Should Attend?

This course is designed for:

- Managers and decision-makers involved or working directly or indirectly with Market Intelligence or Strategic Planning;
- Professionals in the Marketing area involved with market research;
- Product Managers, Planning Managers and Business Development Managers;

- Professionals involved with business monitoring.

Course Objectives:

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.

Course Outline:

Day One

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

- Generating information - B2B databases
- 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 databases
- 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

- 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 the use of market, competitor, and benchmark data