Programme

Market + Competitive Intelligence.

Understanding your key market dynamics is imperative when operating in an uber competitive environment.

What we cover**.**

Any ambitious organisation needs to monitor its competitive environment with intensity in order not to be surprised. Whether it is to create a better understanding of your competitors' capabilities, timelines and likely future actions, navigating uncertain industry shifts, developing new products, or entering new markets, we train your teams to help your organizations craft effective, intelligence - driven strategies that are executable and measurable.

Our focus is to ensure the outcomes include prioritized steps you will take at the conclusion of the session with the added option of a fully bespoke early warning radar. With both in-person and virtual solutions, we provide a fully bespoke experience, a briefing book, customised framework and analytical tools with successful war gaming, strategy development and simulation sessions.

Who is it for?

This course is ideal for marketing, data and analytics, sales and business development teams seeking to excel in market and competitive research for strategic advantage.

Duration & Delivery Format**.**

Choose your preferred duration ½ day, 1 day, 2 day and if you prefer online or physical delivery.

Course Topics.

Module 1: Introduction to Market and Competitive Intelligence

- Importance of market and competitive intelligence in a competitive landscape
- Key differences between market intelligence and competitive intelligence
- Role of intelligence in strategic decision-making

Module 2: Fundamentals of Market Intelligence

- Defining and identifying target markets
- Market segmentation and customer profiling
- Market size estimation and growth projections
- Monitoring macroeconomic trends and industry indicators

Module 3: Gathering Market Intelligence

- Primary research methods: surveys, interviews, focus groups
- Secondary research techniques: leveraging industry reports, market analysis, and databases
- Online tools and resources for market data collection

Module 4: Analysing Market Dynamics

- SWOT analysis specific to market understanding
- Porter's Five Forces framework for market assessment
- Identifying market trends, opportunities, and threats

Module 5: Competitive Intelligence: Basics and Frameworks

- Defining competitive intelligence and its role in strategy
- Building a competitive intelligence framework
- Ethical considerations in competitive intelligence gathering

Module 6: Identifying and Analysing Competitors

- Profiling key competitors: strengths, weaknesses, strategies
- Competitive benchmarking: evaluating your organization against rivals
- Tools for tracking and monitoring competitor actions

Module 7: Gathering Competitive Intelligence

- Competitive data sources: public information, news, financial reports
- Competitive intelligence through social media and online presence analysis
- Ethical and legal boundaries in competitor data collection

Module 8: Strategic Implications of Intelligence

- Translating intelligence into actionable strategies
- Aligning market and competitive insights with organizational goals
- Anticipating competitor responses and planning proactive measures

Module 9: Scenario Planning and Risk Mitigation

- Scenario analysis for market shifts and disruptions
- Developing contingency plans based on intelligence insights
- Minimising risks and optimizing opportunities through intelligence-driven strategies

Module 10: Effective Communication of Intelligence

- Presenting market and competitive insights to stakeholders
- Customized reporting and dashboards for informed decision-making
- Ensuring clarity and relevance in intelligence communication

Module 11: Emerging Trends in Market and Competitive Intelligence

- Integration of AI and automation in intelligence gathering
- Predictive analytics for market trends and competitor behaviour
- Navigating digital transformation in intelligence practices

Module 12: Practical Application and Case Studies

- Real-world case studies demonstrating successful market and competitive intelligence usage
- Hands-on exercises: conducting market research, competitor profiling, and analysis
- Group discussions and problem-solving activities

Module 13: Developing an Intelligence Culture

- Fostering an intelligence-driven mindset within the organization
- Training and empowering teams for continuous intelligence gathering
- Sustaining a competitive advantage through ongoing intelligence practices

Module 14: Final Project

· Participants apply acquired knowledge to a practical intelligence project
· Project presentations and peer feedback
· Awarding of course completion certificates

Assessment Methods.

· Quizzes and assessments after each module to gauge understanding
· Group projects for crafting and presenting market and competitive
· intelligence
· Case studies analysing markets and competitors

Further information:

info@techsensecity.com

+44 208 050 5851

https://www.techsensecity.com/