



COMPETITIVE INSIGHTS

Taking your business beyond tactical decisions
to long term strategic planning

Competitive Insights empowers your leadership team with hard-to-find information, analysis of your competitors' activities, and fact-based insights about how your market will change; thereby putting you one step ahead of the crowd.

Ipsos Business Consulting

Build · Compete · Grow

Our Competitive Insights solution helps you accurately assess competitive threats, in order to support your longterm strategic planning or short-term tactical decisions.

WE PRIORITISE
OPPORTUNITIES
that strengthen your existing positioning and identify strategic levers to counter competitive threats



A key challenge for business is how to ensure that competitive intelligence reaches those stakeholders that can use it effectively. Our structured approach to the competitive insights discipline begins by taking a top line view of the market, followed by a deep dive assessment to selected competitors. The final stage involves planning for the future. All of this is done in full partnership with your sales and marketing leadership team. The key modules within the Competitive Insights solution are:

1) MAP THE LANDSCAPE

An overview of who are your current and potential competitors, and the changes in the market environment.

- 1.1 Competitive Landscape** to help you understand the competitive environment
- 1.2 Change Factors** to better understand changes in customer behaviours
- 1.3 Competitive Characteristics** provides you with a detailed review of the competitive sets
- 1.4 Threat Radar** is an assessment of the overall threats to your business

2) BENCHMARKING

This in-depth assessment of selected competitors explores their positioning, market performance, conduct and strategies.

2.1 Industry Review gives you access to key information about the competitive landscape

- 2.2 Performance Workshop** brings together stakeholders for an assessment of the key competitive factors
- 2.3 Know Your Threats** helps you to explore the industry best practice and complete a gap analysis

2.4 Threat Tracking gives you a structured programme to track potential threats in the market

3) ANTICIPATE AND PRE-EMPT

Regular monitoring of your competitors provides you with the insights on when and how quickly you need to move to pre-empt market threats.

FIND OUT MORE ONLINE

With over 20 years of experience and consulting hubs in 18 countries on five continents, Ipsos Business Consulting is the specialist global business unit of Ipsos that is focused on strategic consulting. We offer our clients the knowledge, insight and guidance they need to pursue their growth plans with confidence. Ipsos Business Consulting works with a wide variety of multinational, regional and local clients as they seek to build, compete and grow in both developed and emerging markets.

Web: www.ipsosconsulting.com
Email: consulting.bc@ipsos.com
LinkedIn: Ipsos Business Consulting