

RESEARCH CHECKLIST

Competitor Intelligence

Instructions

This checklist should be used as a reminder for the key aspect that you need to consider when conducting market analysis. It is by no means exhaustive and there is space for you to add your own reminders from previous experience or as you learn from undertaking more of your own research in this area.

Aims

To hold a profile on each key competitor with details of products, services, markets, sales, shares, PBT, ROI, investment and capacity, their strategies and objectives, comparative strengths and weaknesses, reaction patterns (what they normally do?) and marketing implications. This should become a key part of the strategic management process in your organisation.

Research issues to consider- Please tick as appropriate:

- | | | | |
|-----|---|----------------------------------|---------------------------------|
| 1. | Pricing Policy | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 2. | Ownership structure and potential changes | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 3. | Marketing effort – e.g. spend, sales activity, media used | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 4. | Products/ services | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 5. | Geographical coverage | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 6. | Markets served | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 7. | Distribution channels used | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 8. | Extent of branding | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 9. | Service quality | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 10. | Extent of innovation | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 11. | Cost position | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 12. | Relationship to influencers | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
| 13. | Size of organisation | Yes [<input type="checkbox"/>] | No [<input type="checkbox"/>] |
-