



Vantage Point Associates Competitor Analysis Workshop

Audience

1. Product or market managers who appreciate the need to develop a better understanding of competitors but do not know how to get the job done.
2. Members of business teams responsible for setting strategy who, therefore, require an in-depth understanding of competitors.
3. Members of intact product or market teams who seek the opportunity, as a group, to build a better understanding of their competitors.

Key Benefit

Market-focused companies distinguish themselves by maintaining an outward orientation—an obsessive focus on customers, competitors and the environment at large. Understanding and evaluating competitors and predicting their intentions is a core element of strategy design. The goal of this workshop is to develop insights into competitors that will influence product / market investment decisions and increase probability for success.

This workshop helps participants learn how to gather, organize and summarize information about competitors and from this, to develop scenarios for likely competitor actions. Teams go beyond analysis, learning how to use competitive intelligence for reaching conclusions and developing more effective market strategies.

Workshop Objectives

After completing this workshop, participants will be better able to

1. Identify current and potential competitors
2. Target competitors for in-depth study and analysis
3. Determine the key success factors for all organizations competing in the business arena
4. Assess their own company and competitors against these key success factors
5. Deduce competitors' positioning by examining their offerings
6. Develop scenarios for likely competitive actions and determine the appropriate response

Topic Summary

Day 1	Day 2
<ul style="list-style-type: none">• Identifying and strategically grouping competitors• Profiling competitors• Key success factors analysis	<ul style="list-style-type: none">• Competitive positioning• Developing scenarios• Identifying implications for strategy

Learning Approach

The workshop immerses the participants in their own competitive environment. They are expected to apply the tools and the process to their actual competitive situations. The participants are asked to incorporate current information they have about their competitors and the competitive environment. As an outgrowth, participants develop a competitor analysis summary that includes a capsule description of each competitor or competitor group, a characterization of the competitive landscape and a compilation of conclusions and implications for strategy.