CIS Case Studies:
Competitor Profiling – Global Competitor

Benefit to Client:
Thorough and in-depth understanding of the motivation behind a key competitor’s global expansion; evidence-based recommendations for increased defense of the client’s own market share and competitive advantage.

Client Need:
A key competitor had been expanding rapidly on a global basis and our client wished to better understand what was driving the expansion into emerging markets as well as the key reasons for its gain in market share.

Approach:
CIS conducted an in-depth analysis of the competitor, by covering the following:

- Organization structure/regional reporting lines
- Level of investment in current expansion
- Key personal by country and region
- Regional autonomy and decision-making processes
- Target markets
- Growth ambitions
- Expansion strategy (organic vs. acquisition based)
- Future strategy

Methodology: Secondary intelligence gathering, telephone-based primary intelligence gathering, competitor analysis, SWOT, Four Corners, ‘So What’ Analysis

Solution:
Utilizing the intelligence gathered, CIS was able to provide the client with recommendations and conclusions with regards to:

- Key countries and verticals posing high level of competition
- Likely future acquisition targets for the competitor by region
- Competitor decision-making process with regards to global expansion and roll out of product on a country-by-country basis
- Timeline for future expansion
- Likely future strategy and key areas of future threat to client
- Key personnel influencing competitor strategy

For more information about CIS’ services please contact us at one of our global offices:

Global HQ: European Office
London, UK
+44 20 8832 7905
europe@cianalysis.com

US HQ: East Coast US Office
New Jersey, US
+1 973-440-6906
us@cianalysis.com

Asia Office
Beijing, China
+86 10 65 62 90 95
asia@cianalysis.com

© Competitive Intelligence Services
CIS Case Studies