

CIS Case Studies: Competitor Profiling – Building Technologies

Benefit to Client:

Thorough and in-depth understanding of a new competitive threat due to a competitor's acquisition of a leading brand in the segment. Detailed intelligence on challenges for company integration and future strategy in key markets globally.

Client Need:

Our client required in-depth insight into the competitor's current global operations, with a focus on how it planned to integrate and utilize the newly acquired portfolio of products.

Approach:

CIS conducted an in-depth analysis of both the acquiring company and the key brand acquired, by covering the following:

- Financials
- Organization structure and planned new structure post integration
- Current and planned distribution structure for both businesses
- Timing of name/brand changes
- Planned utilization of acquired products
- Technology strategy
- Rationalization of brands and operating divisions
- Factors affecting company synergies
- Investment plans
- Target markets
- Growth ambitions
- Tangible goals
- Future strategy

Methodology: Secondary intelligence gathering, telephone-based primary intelligence gathering, competitor analysis, Strategic 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:

- Rationale for acquisition
- Key local markets targeted by the brand
- Competitor decision-making process regarding future brand strategy
- Future advertising strategy for key brand
- Key areas of competitive threat linked to possible brand synergies
- Timeline for brand integration and future expansion

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