

CIS Case Studies:

Competitor Profiling – European Competitor, Financial Services

Benefit to Client:

Thorough and in-depth understanding of client's #1 competitor in Europe. Detailed intelligence on operational capabilities and future strategy across 9 countries in Europe, with a robust analysis of the competitor's overall European strategy.

Client Need:

Our client required a better understanding of a longstanding key competitor in a specific market segment in Europe, in order to better understand its regional strategy following an M&A.

Approach:

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

- Organization structure/regional reporting lines
- Level of investment in current expansion
- Key personnel 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 in Europe where the competitor posed a high-level threat
- Competitor decision-making process and reporting lines in Europe
- Distribution strategy by country in terms of direct, intermediaries and other channels
- Product focus by geography
- Timeline and country focus for future expansion
- Competitor future strategy and key areas of future threat to client
- Key personnel influencing competitor strategy and regional operations

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
europa@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