

CIS Case Studies:

Competitor Product Launch Analysis – Global, Consumer Goods

Benefit to Client:

Evidence-based analysis of the product specifications and timings of the launch of a new product by a key competitor.

Client Need:

Our client had heard a rumour that a key competitor planned to launch a new product in the coming months and wished to confirm the exact details of the launch in order to counter this threat.

Approach:

CIS conducted an in-depth investigation into:

- Changes in activity at key manufacturing location believed to be involved in new product production
- Evidence of production changes to global plants
- Evidence of investment in manufacturing capabilities
- Expected product spec; patent filings, knowledge from key buyers, evidence of R&D, gaps in competitor current product range
- Launch timings and roll out by country
- Target market segment

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

Solution:

Utilizing the intelligence gathered, CIS was able to provide the client with details of expected launch timings by country and region, as well as product specifications, key messaging and target customer segment.

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