

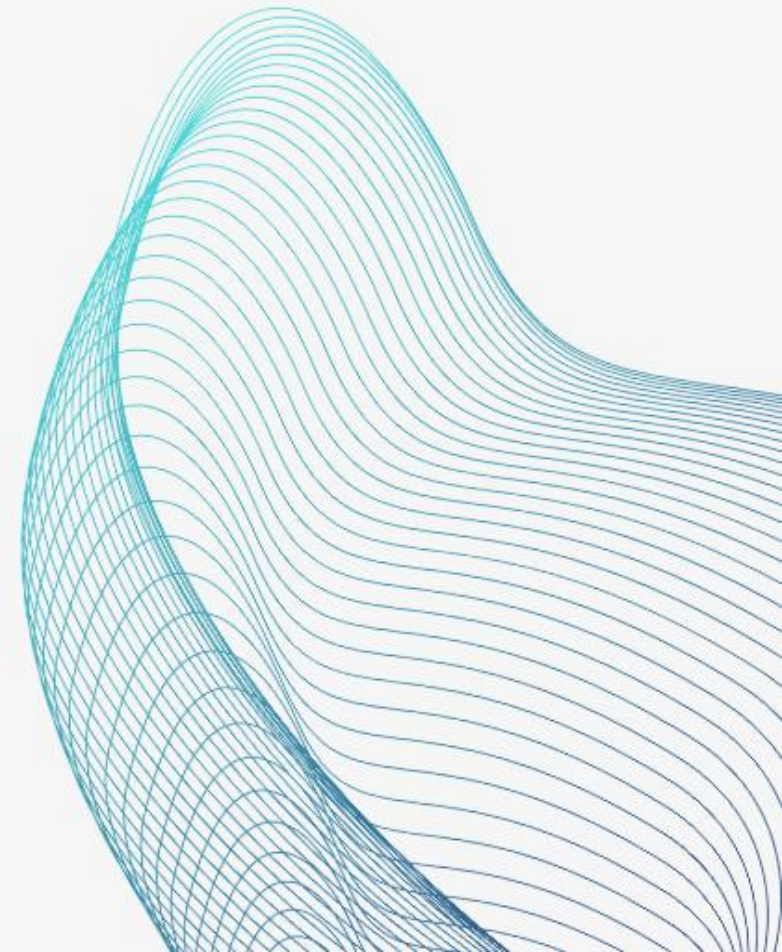


Training Courses
For Business Development



Created by
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Business Intelligence & Competitor Analysis



Introduction and Company Size

- Intro to competitor analysis.
- "Total size" metrics: Sales and Employees.
- "Locations" aspect: geographical reach and distribution.

Example:



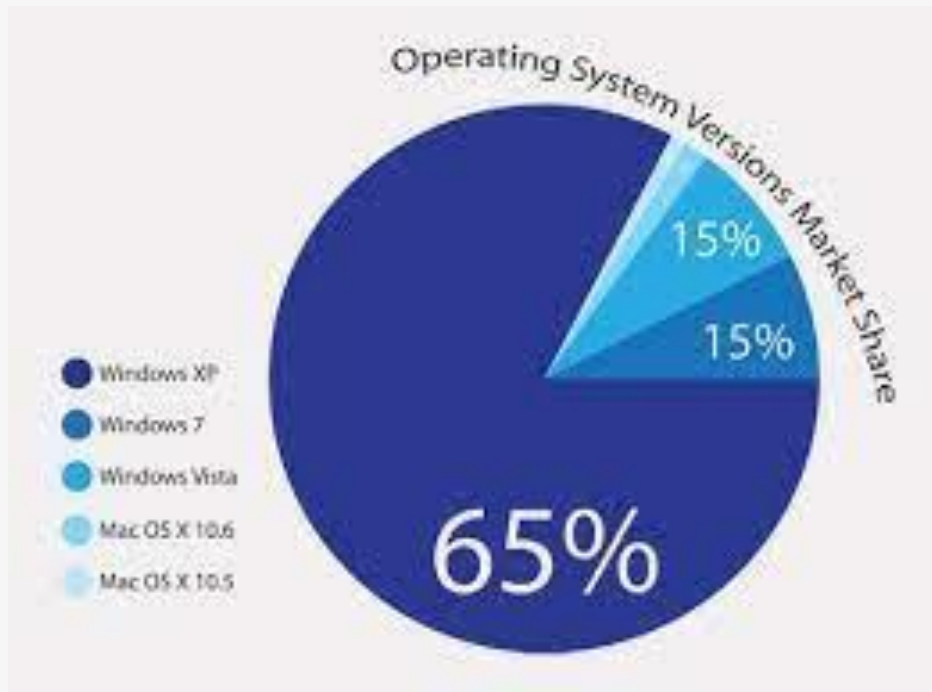
Nº stores	30,000
Nº employees	349,000

12,900
270,000

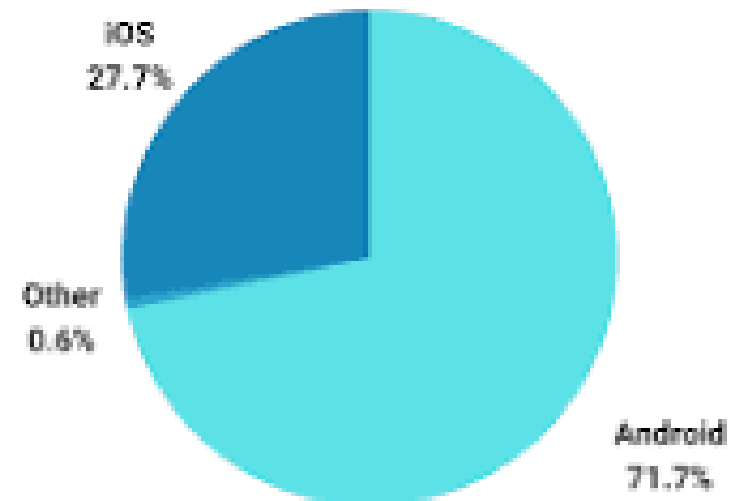
1
2

Product Analysis and Market Share

- Understanding competitors' product or service features.
- Desirability and differentiation of these features.



Android vs. iOS Market Share:
Which Mobile OS Has the Most Users Worldwide?



Business Model and Customer Acquisition

- Unpack the components of competitors' overall strategy.
- Break down how competitors generate revenue.
- Discuss the design of their business and how it contributes to their success.



- Subscription-based business model
- Strong content strategy
- High attraction and customer retention

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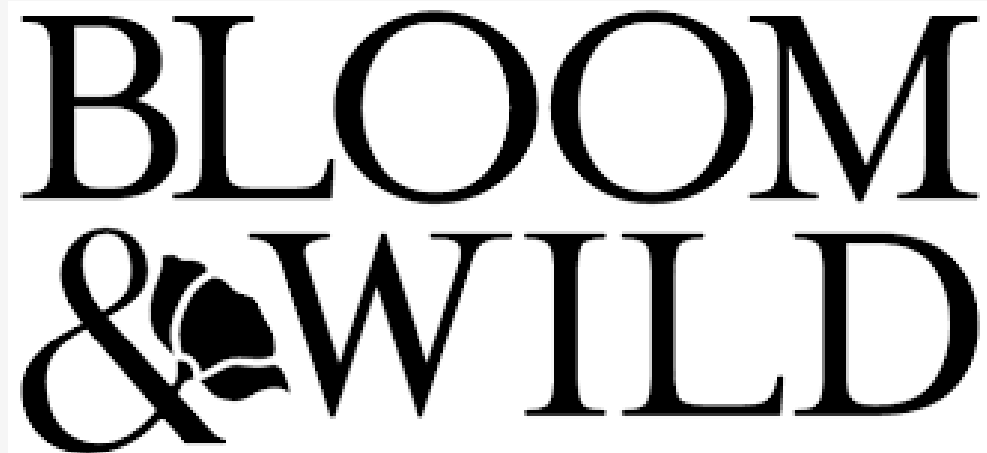


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Strengths, Weaknesses, and Key Takeaways

- Identify competitors' strengths and weaknesses.
- Tracking competitors' performance trends.
- Identify competitors' main customers.
- Learning from competitors' best practices.

Strengths, Weaknesses, and Key Takeaways



- Online flower delivery service
- Innovative letterbox-friendly packaging
- Strength:
 - Unique product delivery method
 - Easy online ordering system
- Weakness: Reliance on third-party couriers for timely delivery
- Best practice:
 - Emphasis on customer service
 - User-friendly website design

REVIEW Workshop 4

Business Intelligence and Competitor Analysis



https://docs.google.com/spreadsheets/d/1UHEreJROPdtzM4qfwc0M9h3e_Bv8YQLBQRmxIRvJwps/edit?usp=sharing



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