

## Market Analysis

Customers' needs are constantly changing; this is driven by two key factors, easier access to data, and an ever more competitive global environment. The result? In the last five years business has become harder than at any time in the history of commerce. Everyone now has access to the same information, so differentiation through traditional methods, such as specialist product or service knowledge, has become difficult. So how do companies maintain competitive advantage given these new dynamics? The answer can only be by identifying market needs earlier than anyone else, and then using this critical knowledge to engage with customers who have any given need, way ahead of the competition.

Accurate data gives an organisation a real head start in the creation of competitive advantage and differentiation, but it is the organisation's ability to analyse that information into usable elements that creates the real business growth potential. This analysis is the focus for this advanced marketing workshop.

Taking market data created by ICDL's Research for Marketers workshop or similar, this workshop is designed to enable individuals to create a structured report showing how the previously researched market drivers identified in ICDL's 'Early Warning' market map can be analysed into their equivalent customer needs. The output is a map identifying specific market segments within the targeted market. (A segment is a group of customers with similar needs).

The real value comes once an organisation has an accurately segmented view of the needs of their marketplace, as this then enables the accurate alignment of offerings to segments, as well as highlighting areas where additional capabilities may be required.

Once this picture is clear, an organisation can then be certain that whichever offering they present to any given customer will be of interest; that they will understand the customer's needs sufficiently well to be able to create net new business value; and that as a result, the customer will see them as being of value and clearly differentiated from their competition.

### Key outcomes

This is a stand-alone event for creating ICDL's 'Market Map', or it can be used as input to ICDL's Offering Analysis or ICDL's Portfolio mapping workshops.



The outcomes of this intense two-day workshop are as follows:

- An ability to interpret ICDL's 'Early Warning' research data into market needs and structure the output into a usable format
- The ability to determine 'best fit' of needs against offerings
- Clarity of where additional capabilities may be required, and what sort of capabilities these should be
- Development of a top level segmentation map, ICDL's 'Market Map'

This event is designed for organisations operating in crowded, complex and fast moving markets and is targeted at senior, highly experienced marketers, or for key people who make up a company's research team.

## Duration

This is a two day event.

*Note:* this workshop requires continuous access to the internet for all participants. Participants will need their own laptops with them for this workshop.

**“Bombardier can now prove that it can effectively target the most profitable customers and manage risk. It can also, with the help of ICDL, demonstrate that present and future value can be created throughout the company for the benefit of all of the stakeholders”**

HEIKKI VIIKA, VP SALES & MARKETING, BOMBARDIER RAIL CONTROL SYSTEMS

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail [enquiries@thebusinessaccelerators.com](mailto:enquiries@thebusinessaccelerators.com)

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