

Scandinavian Academy
Training Center

Mobile | 00966536473335 : Mobile | 00966112695229 : Phone : 00966552365295
Email | info.en@scandinavianacademy.co Web site:https://scandinavianacademy.co/en :
Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Market Analysis Competitive Intelligence & Benchmarking

Code	City	hotel	Start	End	price	Language - Hours
SM-462SA	Dammam	Hotel Meeting Room	2027-09-19	2027-09-23	9950 SR	En - 25

Why Choose this Course?

This course has been specially designed to enable delegates to analyse increasingly complex market structures; to cope with higher levels of competition; and to set targets and performance measures that are appropriate for these major new challenges as the need to understand how markets, competitors and performance standards are changing is vital to the success of any organization

The course will focus in detail on state-of-the-art approach in gathering quantitative and qualitative information, with special reference to (a) reaching decisions on competitive positioning and (b) setting the content of action plans and projects that will result in improved performance and profitable growth for the organisation. After completing this course, delegates will be able to apply proven tools and techniques in analysing practical business cases in differing market sectors.

This course will feature:

- Effective gathering and interpretation of complex data
- Application of the tools and techniques of analysing market data
- Identification and evaluation of competitors
- Carrying out benchmarking and its role in decision-making
- Application of the main techniques in case studies

What are the Goals?

By the end of the course, participants will be able to:

- Generate and evaluate market and competitor data.
- Improve and apply deep analytical and creative skills.
- Balance quantitative and qualitative information in making decisions.
- Derive actionable ideas from market-derived data.
- Set realistic and attainable targets for competitive success.

Who is this Course for?

The course is based on an advanced level of content. Its focus is on the marketing dimension of the enterprise and the foundations on which robust commercial decisions are made.

This course is suitable to a wide range of professionals but will benefit especially:

- Professionals in marketing and business planning
- Finance professionals wishing to understand marketing
- Customer relations professionals wishing to acquire new skills
- Human resource professionals seeking knowledge of marketing
- Professionals involved in product/service innovation

How will this be Presented?

This course will utilize a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. There will be formal exposition of the tools and techniques of data analysis. This will be amplified by case examples and case studies in which delegates can apply the tools and techniques presented. The Instructor will illustrate the critical aspects of the subject by examples of organisations and situations in which he has been personally involved.

The Course Content

Day One

Market Analysis 1: Business-to-Business (B2B) products and services

- Generating information – B2B data bases
- Generating information – direct approach to the market
- Tools and techniques of analysis
- Group work on a B2B market analysis problem
- Achieving profitable growth in B2B markets

Day Two

Market Analysis 2: Business-to-Consumer (B2C) products and services

- Generating information – B2C data bases
- Generating information – direct approach to the market
- Tools and techniques of analysis
- Group work on a B2C market analysis problem
- Achieving profitable growth in B2C markets

Day Three

Competitive Intelligence

- The emergence of global competition
- Identifying competitors – current and future
- Generating and evaluating competitor information
- Decision-making under imperfect, incomplete or asymmetrical information

- Group work on a problem of competitor analysis

Day Four

Benchmarking: what, why and how

- Definition of benchmarking and clarification of its purpose
- Benchmarking and “The Balanced Scorecard”
- How to select the criteria for a benchmarking exercise
- How to use market and competitor data as the basis of benchmarking
- Group exercise on benchmarking

Day Five

Fusion of market/competitor/benchmark data to support decisions

- Effective management of the processes of market/competitor analysis
- Use of market/competitor/benchmark data in supporting decisions
- Use of market/competitor/benchmark data in achieving profitable growth
- Decision exercise on use of market, competitor and benchmark data

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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المملكة العربية السعودية - الرياض - حي الخليج - شارع الشيخ عبد العزيز بن عبد الرحمن بن بشر - 13223 - مكتب رقم 5
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