

# COMPETITOR ANALYSIS

In this interactive two-hour online session, we will discuss real world scenarios and theoretical models to help you navigate your way through the constantly changing competitor landscape.

You will take time to consider both successes and weaknesses in the areas in which you operate and compare them to those of our competitors. You will reflect on the strengths and weaknesses of your competitors and consider how you can use this information to sell your business more effectively.

## FOUR KEY TOPICS

- **Identification** - How to identify your competitors, by segment, type, price and overall value to the customer
- **Competitor Analysis** - How to collect the data and information that you need
- **SWOT** - How to use this simple tool to understand your insights and undertake a thorough evaluation of your competition
- **Competitive Advantage** - How to identify and benefit from your windows of opportunity

2 hour online  
course

£115  
per delegate

**For more information**

Call 07523 372126  
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