



e-learning

Market and competition analysis

Whether you are a start-up or an established brand: your products and services are in a constantly evolving competitive situation with many other innovation-driven providers. Do you already know your market well? Do your customers know what you stand for? And do your marketing strategies target your customers' requirements?

If you are not yet able to answer these questions, you've come to the right place! Learn how to establish your own market position and how to differentiate yourself from your rivals.

Booking Number: **34887**

Group of participants:
Specialists and young workers plus career-changers and refreshers in the areas of product management, sales, marketing and business development.

Duration: **approx. 1,5 hours**

Language:  

Unit price:

€ 49,- zzgl. MwSt. | € 58,31 inkl. MwSt.

Package prices from 50 licenses on request

Learning objectives

- ✓ How to determine your market position and discover your market potential
- ✓ How to calculate your brand awareness.
- ✓ How to run a focus group and obtain pointers for your positioning strategy
- ✓ How to run concept and product tests to work out whether your customers understand what your brand or product stand for
- ✓ How to collect your own data for your market analysis and/or what criteria to use to select a data provider

Contents

- Why are market and competition analysis relevant?
- Key figures on market position
- Brand awareness
- Positioning in the market
- Concept testing and product testing
- Data sources
- Controlling marketing
- End of the topic



Information on the web

www.haufe-akademie.de/34887



Let us advise you

Tel. +49 761 595339-10 • digitales-lernen@haufe-akademie.de