

CASES

NESI INTELLIGENCE FOR BUSINESS

Competitive Intelligence and Strategic Plan definitions



Competitive Intelligence is an essential tool for companies seeking to stand out in increasingly dynamic markets.

One of the main benefits of its application is the ability to integrate detailed analysis of competitors into the company's Strategic Plan, allowing short and long-term decisions to be based on concrete data and directed towards market gains.

Challenge

This company, which operates in a highly competitive market, was looking for a robust strategy to expand its global share.

The objective was to obtain a clear view of the positioning of the main competitors in different regions, identify growth opportunities and, at the same time, align these analyses with the planning of the development and manufacture of new products.

Solution

To meet this demand, we used data from a market survey that mapped the participation of the main manufacturers, the prices charged and production volumes. This data was segmented by major regions (the Americas, Asia-Pacific, Europe and Africa) and also by the most important countries within these regions.

With this consolidated database, we began a SWOT analysis with the sales teams, mapping out strengths, weaknesses, opportunities and threats in relation to competitors in each region. This process was essential for identifying clear opportunities to gain market share, especially in countries with a smaller market share or in expanding markets.



Market Share



Adapt to the Market



Organizational Alignment



Sales Efficiency

Differentials

- **Integrated database:** The implementation created a database that facilitated real-time scenario simulations.
- **360° Market Vision:** simulations allowed quick adjustments in priority regions.
- **Strategic integration:** Actions were connected to development and manufacturing planning, aligning marketing and production.
- **Competitive anticipation:** The company has identified competitors' movements and trends, repositioning itself in strategic markets.
- **Informed decision-making:** Decisions based on concrete data mitigated risks and optimized the allocation of resources.

Results

The integration of Competitive Intelligence into the Strategic Plan has enabled the company:

- **Increase market share** in high-growth regions.
- **Anticipating competitors' moves** and adapting your strategies quickly.
- **Aligning product development** with emerging market demands and opportunities.
- Continuously monitor **competitors' activities**.

For the implementation of Competitive Intelligence strategies and integration with strategic planning, NESI Intelligence for Business specializes in transforming market data into strategic insights, helping your company to position itself competitively and achieve sustainable success.