Business Strategy

Market Analysis

What do you expect from the competition in terms of products, prices, quality and service? You may want to update this analysis from time to time as the situation changes.

1. Competitive products or services (price ranges, quality, uniqueness)

2. Market opportunities (product or service redesigns, extensions, innovations, improvements – both yours and your competitors')

3. Competitive reactions to your entry in the market (e.g., price reductions, aggressive promotion, product or service changes)

4. What changes will your company need to make in order to compete? (e.g., production, personnel, training, new equipment)

5. Does your company have the discipline, quality, and flexibility needed to adapt to a foreign and highly competitive market?

6. The regulatory environment relative to your business, products or services is much of what Europe's 1992 program is about. Research the changes in trade barriers that will affect your business as thoroughly as you can.

Regulation	Effect	Strategy

7. What size of market will your company cover? For instance, regional and Community-wide markets require different types of organizations.