

COMPETITOR ANALYSIS: AN ESSENTIAL TOOL FOR TACKLING NEW MARKETS

BY NAJIB LAWAND
DIRECTOR, EXPORT CONNECT



COMPETITOR ANALYSIS PILLARS



IDENTIFY COMPETITORS



POINT OF DIFFERENCE



REASON TO BELIEVE

IDENTIFY COMPETITORS



1. ONLINE RESOURCES

SUPERMARKET
SHOPFRONT

ONLINE
RETAILERS

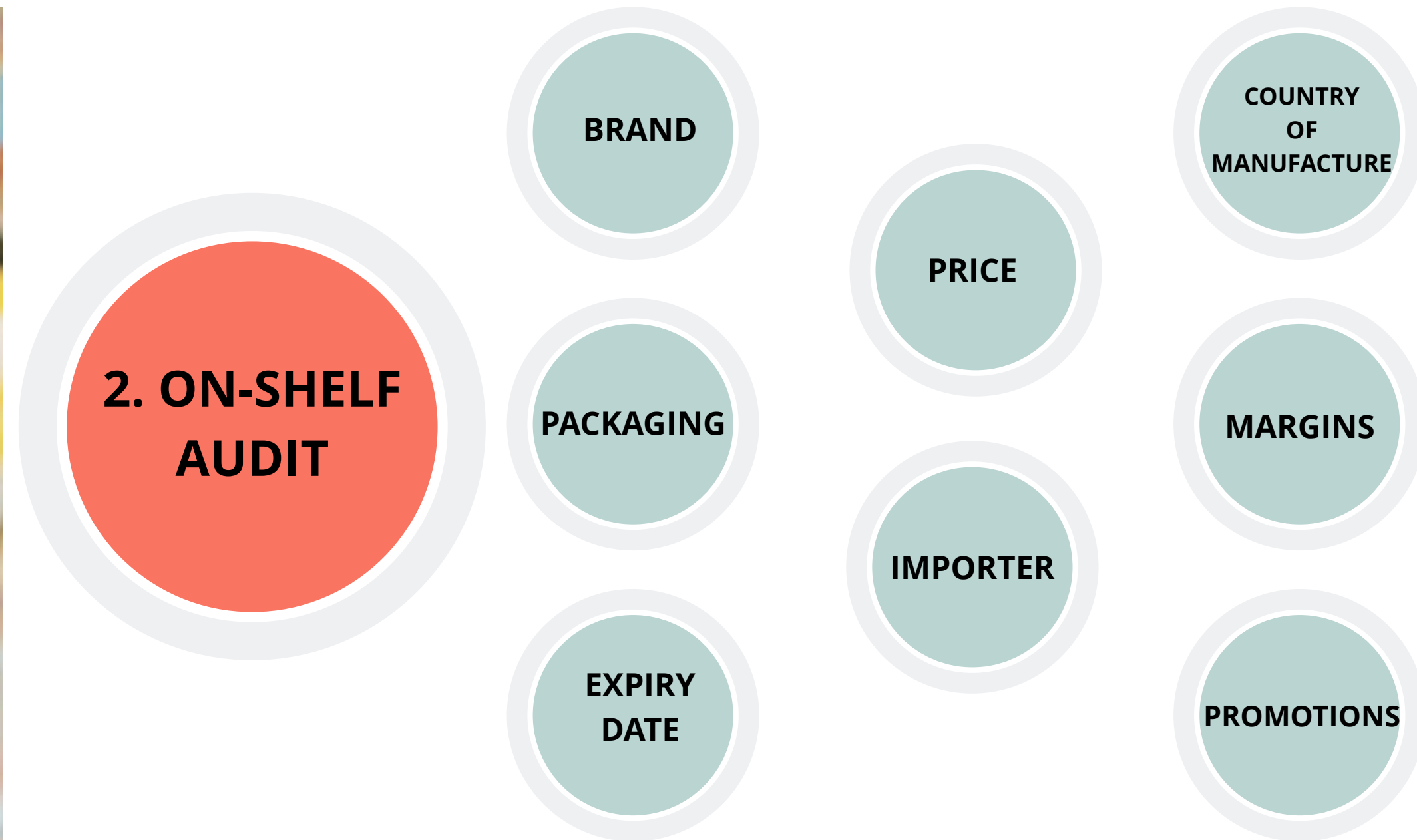
MARKET
RESEARCH
REPORTS

COMPANY
WEBSITES

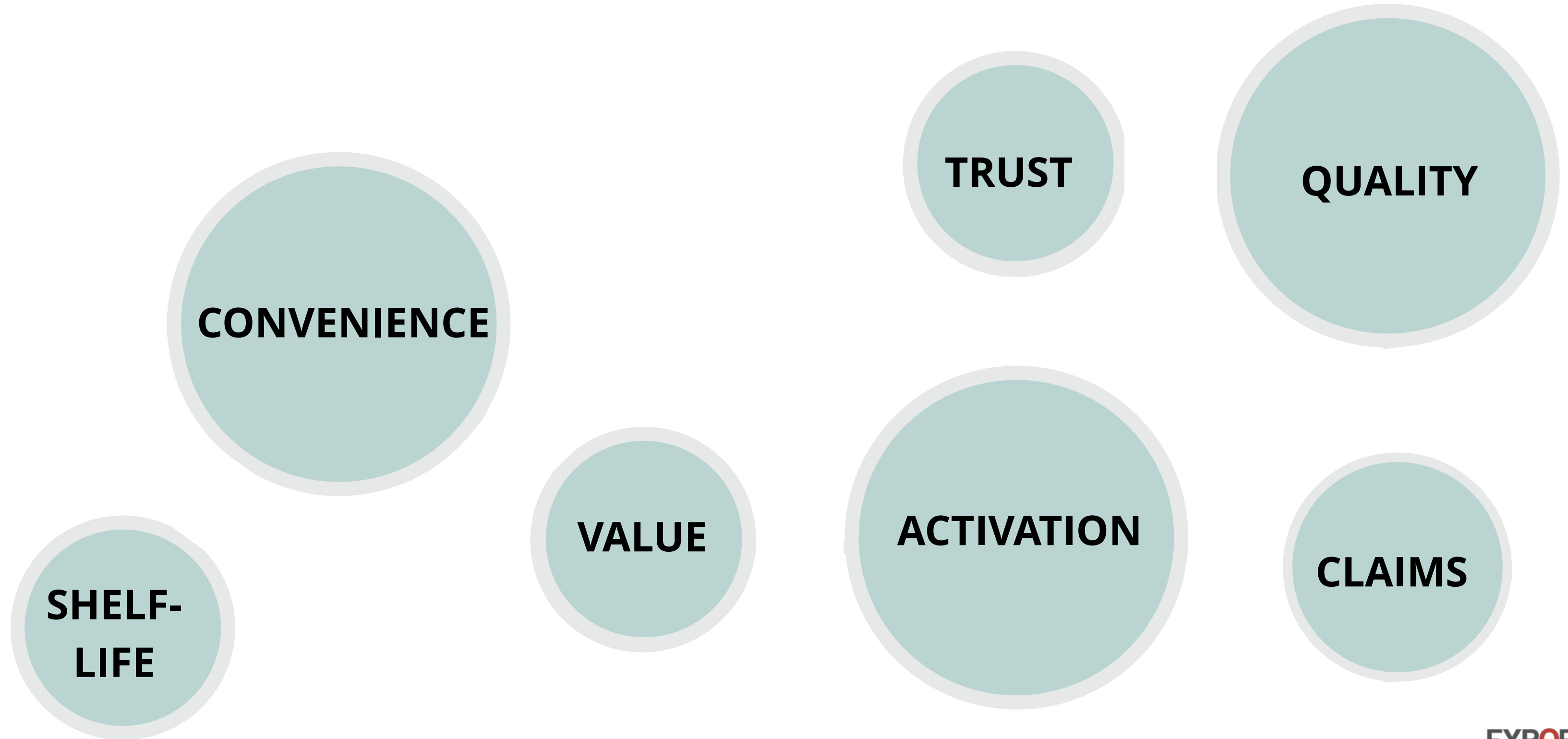
INDUSTRY/
CATEGORY/
CHANNEL
PUBLICATIONS

SOCIAL
MEDIA

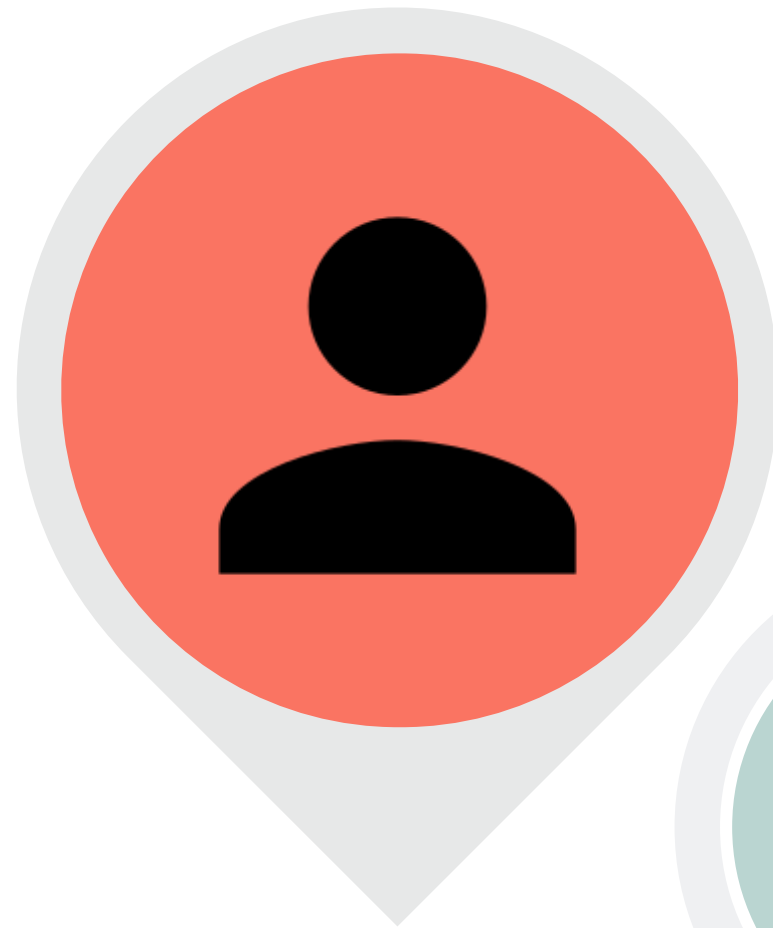
IDENTIFY COMPETITORS



UNDERSTAND POINT OF DIFFERENCE



REASON TO BELIEVE



**CONSUMER
OUTCOME**

CONVENIENCE

**HEALTH
ATTRIBUTES**

SUSTAINABILITY

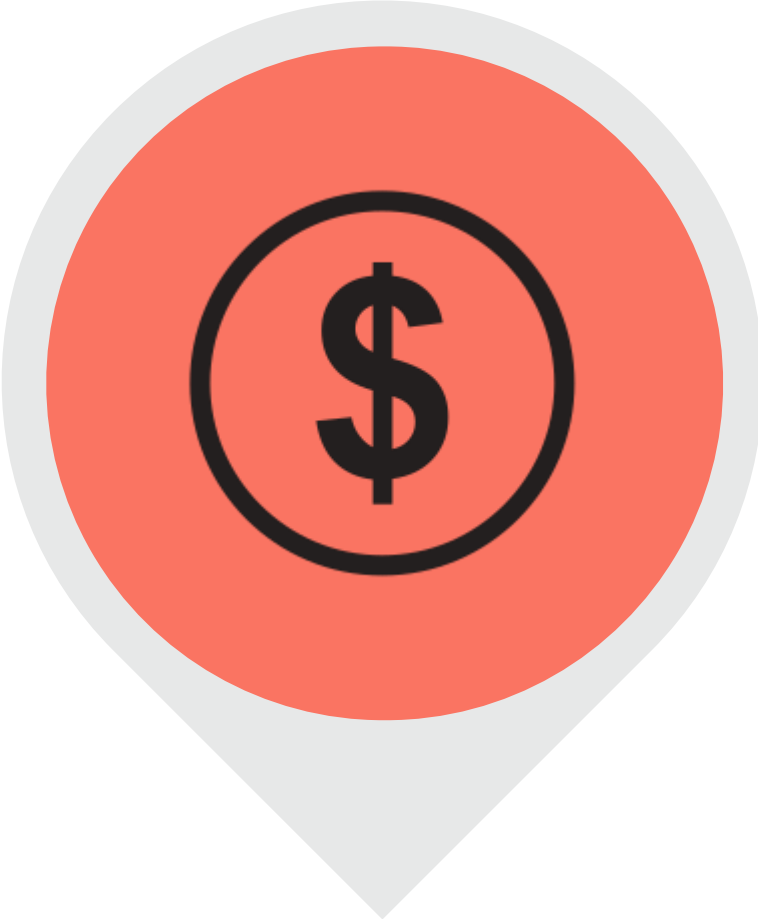
PREMIUM

VALUE

PROVENANCE

PERSONALISATION

REASON TO BELIEVE



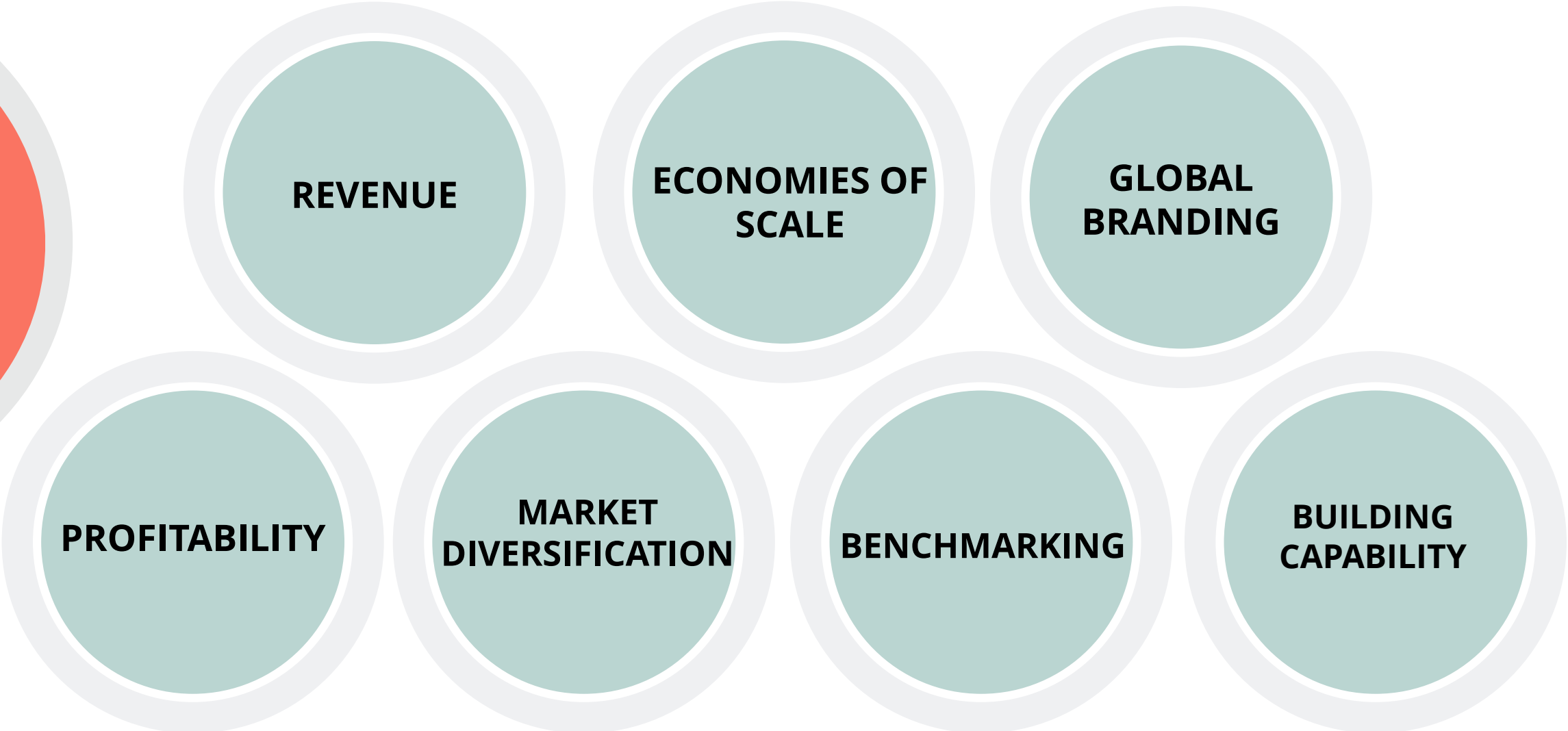
**BUYER
OUTCOME**



REASON TO BELIEVE



**BUSINESS
OUTCOME**



QUESTIONS