

Competitive intelligence

Example of competitive intelligence intervention In Middle East Africa countries

- Step 1: Designing methodology
 - Identify data and information to be collected / country (macro, markets, target cities, decision making process, contacts...)
 - Identify best ways to collect data and make a cost evaluation (web sites, lobbying, clubs, networks, investigations...)

deliverable = document describing working methodology

- Step 2: Implementation
 - Apply methodology to collect data and set priorities
 - Level 1 : Design of a country profile report including a synthesis of key data and white info (accessible on a distance basis) with pending questions
 - Level 2 : Investigation on the field and intelligence

deliverable = report with relevant data including grey information, contacts, company information, macro

