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Analysis is often where the ball drops as far as competitive

intelligence analysts are concerned. Yet this is the only way the team can truly extract insights from the data and the intelligence gathered, and have a chance to play a role in the company's strategic planning process.⁵⁰ [Competitive Intelligence analysis techniques](#)
The competitor analysis section can be the most difficult section to compile when writing a business plan because before you can analyze your competitors, you have to investigate them. Here's how to write the competitor analysis section of the business plan.
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A competitive analysis is a critical part of your company marketing plan. With this evaluation, you can establish what makes your product or service unique--and therefore what attributes you play ...

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There are three commonly used and important methods of performing industry analysis. The three

methods are:
Competitive Forces Model (Porter's 5 Forces) Competitive Forces Model
Competitive forces model is an important tool used in a strategic analysis to analyze the competitiveness in an industry. This model is more commonly referred

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By analyzing your competition and then monitoring them on an ongoing basis, you'll get to know their behavior, enabling you to anticipate their actions and stay one step ahead. This is known as competitive analysis. You want to make sure shoppers have a reason to pick you over everyone else.

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Understanding the competition is a crucial business activity for any entrepreneur or business executive.

Some companies hire professionals to track competitors and assess the competitive landscape ...

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presented provide valuable guidance to all levels, from novice to expert.
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Competitor analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats. Profiling combines all of the relevant sources of competitor analysis into one framework in the support of efficient and effective strategy ...

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