

Market Intelligence



WHY MARKET INTELLIGENCE MATTERS TO YOU?

Market Intelligence is an essential aspect of the decision making process for businesses today, without which it is nearly impossible for informed strategic planning to be conducted, and for professionals to take optimal decisions. It involves possessing a complete understanding of the business' particular market, such as macroeconomics, information about competitors, trends, geographic location of a business, and all other information on the company's market.

However, it is not enough for one to just collect the information without any sort of deeper analysis being conducted with it. A thorough analysis needs to be carried out to accurately position the company within the market. Learning this analytical approach to market information is the most significant component of Market Intelligence and also what this course will impart to all its participants.



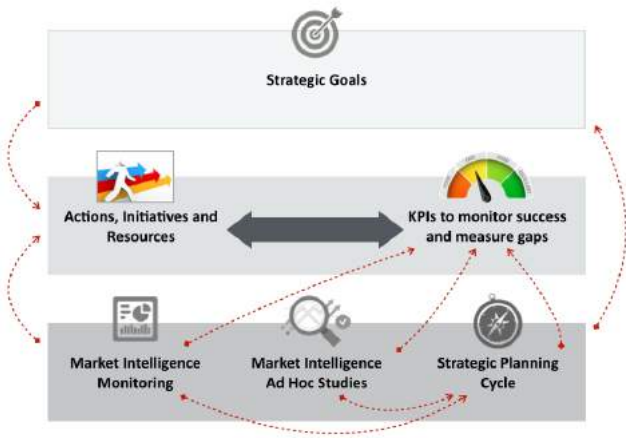
TRAINING DELIVERED BY SUNCAGED ANALYTICS

Sun Caged Analytics is a global Analytics and Market Intelligence company based in Singapore. We provide companies - through an intensive use of information - tailored solutions to help applying Intelligence into all levels of their businesses. The value proposition is to empower our clients and partners to make better and faster decisions by blending the best of breed and disruptive Analytics as part of their competitive advantage, increasing their profitability. The analytics solutions are developed in partnership with Bayes Forecast (www.bayesforecast.com), a group with more than 25 years of experience, projects in 37 different countries including China, India, Indonesia, Thailand, Philippines and Singapore, and offices in Spain, Brazil and Mexico.

ABOUT PROGRESO TRAINING

Progreso Training's mission is to equip the current workforce for the future with transformative and relevant skills training and professional certification. Our complete training programmes include; IPv6 Technology, Enterprise Architecture, Product and





Market Intelligence

Duration: 2 Days

OVERVIEW

Market Intelligence involves numerous steps such as information mapping, data collection and analysis about the economy, competitors, market growth, trends, regulations and customer behaviour. All this knowledge needs to be gathered through a consistent and regular process, thus maximizing the the power behind data and making it meaningful for business strategy creation.

This course provides a solid understanding of how to utilize the Market Intelligence approach and tools to develop an action plan for bridging market monitoring and competitor analysis to business strategy. You will also learn skills and techniques for gathering and analysing relevant data to achieve exceptional insights, and a new level of strategic thinking.



LEARNING OUTCOMES

Upon completion of this training, participants will be able to use market intelligence and strategy skills to effectively create value for their businesses. They will understand and be able to reproduce the market intelligence approach into their business environment, thus reaching new professional standards.

- Understand how to gather, analyze and report information, as well as identify relevant information and sources of information;
- Be capable of developing and implementing a market intelligence plan;
- Be capable of applying market intelligence tools and techniques into business strategy;
- Have the skills to report market intelligence information in a fashion that facilitates generating a cohesive view of the company's market situation and enhances decision making;
- Know the fundamentals of creating Market Intelligence and Strategic Planning teams.



TARGET AUDIENCE

This course is designed for:

- Managers and decision-makers involved or working directly or indirectly with Market Intelligence or Strategic Planning;
- Professionals in the Marketing area involved with market research;
- Product Managers, Planning Managers and Business Development Managers;
- Professionals involved with business monitoring.



PRE-REQUISITE

Minimum 6 months professional experience in Market Intelligence, Strategic Planning, Marketing, Product Management or Business Management.

OUTLINES

Module 1: Understanding Market Intelligence

- The art and science of Market Intelligence: what it is (and is not);
- Strategic and managerial perspective of market intelligence;
- Differences between data, information, and intelligence;
- Sources of data, knowledge and information;
- Pitfalls in analysis and how to avoid them.

Module 2: Market Intelligence Components

- The influence of Macroeconomics;
- Market Analysis;
- Competitor Analysis;
- Players and Market Structure;
- Understanding how regulations affects businesses;
- Trends and Market Growth;
- Case Study.



Module 3: Integrating Market Intelligence Into Strategy and the Decision Making Process

- Identifying information stakeholders and their requirements;
- From key business questions to key performance indicators;
- Linking MI with Strategic Planning and Business Performance Monitoring;
- Linking MI with strategy tools: BSC, SWOT, BCG Matrix, and others;
- Case Study.

BENEFITS

Professionals

- Gain knowledge and critical skills in Market Intelligence, Market Research, Strategic Planning, Product Management, Business Analysis and Business Performance Monitoring;
 - Validate your expertise in Market Intelligence and Strategic Planning;
 - Advance your career in Marketing, Product Management and Strategic Planning;
 - Differentiate yourself from other professionals;
 - Get a great new job or promotion;
 - Open up new opportunities in growing markets;
- Increase your salary dramatically over your entire career.

Organization

- Increase team skill sets and effectiveness;
- Help your employees grow their careers;
- Increase team satisfaction;
- Ensure planning efforts are aligned with business, market and growth strategy;
- Provide employees with a widely-respected credential.



Market Intelligence

Investment fee (per delegate)

Course Fee (SGD)	GST Amount (SGD)	Total (SGD)
\$2,400	\$168	\$2,568

Get an additional **SGD200 off** the course fees if you book the course 4 weeks before course commencement.

Enjoy more savings when you register at least 3 or more delegates.

Course fee includes:

- Instructor-led training at preferred customer site (for Private groups);
- Printed course handbook;
- Soft copy handbook;
- Complimentary resources to simulate Market Intelligence tools
- Complimentary access to SunCaged's Udemy current and upcoming online courses.

1st Delegate Details

Name: _____

Organisation: _____

Designation: _____

Tel No.: _____

Email: _____

Food Preference: (Vegetarian/Halal/No Preference/Others:) _____

2nd Delegate Details

Name: _____

Organisation: _____

Designation: _____

Tel No.: _____

Email: _____

Food Preference: (Vegetarian/Halal/No Preference/Others:) _____

Particulars of Coordinator and Authorised Signature

Organisation: _____ ROC No.: _____

Address: _____

Name of Coordinator: _____ Designation: _____

Tel No: _____ Fax No: _____ Email: _____

I understand and accept the terms and conditions stated below.

Signature and Date

Company Stamp

Terms and Conditions:

- All payment must be made at least 10 days prior to course commencement.
- Course fees quoted in Singapore dollars (SGD) and are subject to GST (Good & Services Tax).
- An administrative fee of SGD100 will be levied for any cancellation of participation.
- No refund will be made for cancellation notice received less than 9 days prior to course commencement.
- Progreso Training reserves the right to reject any registration, amend, postpone or withdraw any courses offered without assigning any reasons whatsoever.
- To find out more about available Government funding options, please contact Progreso Training directly for details.

CONTACT US

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