

Know Your Competitors... and Beat Them!



The advantage



- Business is competition.
- By getting stronger, you make your competitor weaker.
- Having the right information on your competitors make you stronger.
- Yet, too many companies spend too little time on knowing their competitors.
- The ones investing in that knowledge are the better performers.

Our 6-step approach



Together with you, we will carry out this program in the following 6 steps:

- Step 1: Review of your competitors analysis.
- Step 2: Review of your competitive position.
- Step 3: Identifying the areas of improvement.
- Step 4: Strategic actions for victory.
- Step 5: Implementation
- Step 6: Follow-up

Review of your competitors analysis



- Who are your competitors?
- Their strategy
- SWOT Analysis
- Their external communication
- Their customers
- Their results

Review of your competitive position

- SWOT Analysis
- Review of the past 3 years:
 - What you gained
 - What you lost
 - Quantitative evolution of your performance
- Analysis of your customer base
 - Customer evaluation system
 - Your customers vs. your market
 - Your customers' customers
- Your external communication and perception

Identifying the areas of improvement



From the previous 2 steps, we will map:

- How to further capitalize on your strengths.
- How to strengthen and turn around the areas of weakness.
- Define the key performance indicators for your success and how you score relatively to your competitors.

Strategic actions for victory

- The Market Information Organization.
 - Roles, from CEO, to employees.
 - Procedures.
- The 20 reasons to buy from you.
 - Find your unsuspected potential.
 - Become the indispensable supplier.
- The spies that can work for you for free.
 - Who are they?
 - How can they serve you?

Strategic actions for victory (2)



- Know the customers' customers.
 - Know your customers' business at least as well as they do.
 - Bring the right solutions.
- Truly adding value to your customers.
 - Make their business run more efficiently.
 - Support them to beat their competitors.
 - Always go for Win-Win.

Strategic actions for victory (3)

- Innovation and Productivity.
 - Enhance creativity.
 - Search and find better solutions, for you and for your customers.
- Survival of the (financially) fittest.
 - Manage for profit and for working capital.
- Envision the future
 - Market surveys picture the past.
 - Think what your customers will need 1, 3, 5 and 10 years from now.

Implementation



The implementation of the previously defined actions follows the SMART approach

- **Specific**
- **Measurable**
- **Ambitious**
- **Realistic**
- **Time-bound**

Follow-up



Follow-up to take place within 6 months after implementation, for review and corrective action if needed.

Interested?



Then contact us at:
info@happyfuturegroup.com
before your competitors do.

