



UNDERSTAND



STRATEGIC

# Strategic Market Analysis

Before a business is able to determine its future strategic direction, it needs to clearly understand its current position and how it got there.

We undertake a market and competitive analysis, including:

- Macro-environmental 'steeple' audit
- Micro-environmental 'five forces' audit
- SWOT analysis
- Current Emotional vs. Functional positioning
- Current Price vs. Product vs. Service positioning

Combined with the data from the organisational maturity, readiness & capability assessment, these provide the base from which objective setting and strategic mapping exercises can be undertaken.

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