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Competitive Intelligence in Product Development

How to Ensure Your Product Has the Edge Over Its Competition

DIRECTED BY

Donna Foster — Competitive Intelligence Analyst

90 MINUTE

ACCREDITED COURSE

Course Topics Include:

- Role within Product Development
- Analytical Frameworks
- SWOT Analysis
- Industry Analysis Map Enter bullet text

about the course

Consider any successful product or service and it is highly likely its benefits and differentiation were informed by competitive intelligence. Without it, the product or service may fail and soon disappear from the shelf. Competitive intelligence can literally make that much of a difference.

This 90-minute, accredited training course will introduce the discipline of Competitive Intelligence and its process. Through its use, organizations can learn more about their buyers, suppliers, competitors' products, resources, and strategies which, in turn, can improve products and services under development. Competitive intelligence informs product development.

For information on pricing, terms/conditions, Team Training, and other courses, please visit **www.TrainwithCobblestone.com**

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who should attend

This online training is designed for professionals in the Cosmetics, Personal Care, Household Products, Food, Medical Device, Pharmaceutical and Life Sciences industries. The course is intended for novice to mid-career level personnel with job titles such as:

• Engineers	• Technical Managers
• Scientists	• Senior Technicians
• Project Leaders	• Department Heads

Personnel in Marketing and Claims will also benefit by learning how understanding the competitive environment can suggest and enable elements of differentiation in the market.

learning objectives

Upon completion of this course, you will be able to:

- Define what competitive intelligence is (and is NOT!) and how it can inform your development strategy.
- Conduct a Strengths, Weaknesses, Opportunities, and Threats ("SWOT") Analysis.
- Conduct an Industry Analysis

course outline

Review of Learning Objectives
Module 1: An Introduction to Competitive Intelligence

- What Role Does Competitive Intelligence Play in Product Development?
- Competitive Intelligence is NOT…
- What is Competitive Intelligence?
- Conducting Competitive Intelligence
- Competitive Intelligence Anticipates
- Types of Analytical Frameworks

Module 2: SWOT Analysis

- What is SWOT Analysis?
- Step 1: Consider Development Impact
- Strength / Weakness
- Opportunity / Threat
- SWOT Analysis – Step 1 Map
- Example: SWOT Analysis
- Step 2: Identify Strategic Fit
- SWOT Analysis Results
- Example: SWOT Analysis Results

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Module 3: Industry Analysis
- What is Industry Analysis?
- Industry Analysis Map
- Industry Competitors
- Potential Entrants
- Substitutes
- Suppliers
- Buyers
- Industry Analysis Results
- Example: Industry Analysis Map

Question and Answer Session

Assessment Opportunity

course instructor

Donna Foster is a competitive intelligence analyst who has over 14 years of professional experience in the healthcare and consumer product industry.

Ms. Foster is a recognized subject matter expert in primary and secondary research in support of product development. As a research & development (R&D) scientist, she has amassed a wide array of specialized skills and methodologies from industry leaders in the fields of competitive intelligence, qualitative research, design thinking, creative problem solving, and designing within constraints. She is a skilled competitive intelligence analyst, qualitative moderator, facilitator, and innovation architect.

Accreditations

International Accreditors for Continuing Education and Training (IACET)
Cobblestone has been approved as a CEU Accreditor by IACET and awards CEUs for participation in qualified courses. Cobblestone has demonstrated that it complies with the ANSI/IACET Standards and is authorized to offer IACET CEUs for its programs. CEUs will be awarded for participation in Cobblestone's courses at the rate of .1 CEU per contact hour upon successful completion of the entire course and 70% accuracy in the required Learners' Assessment. A minimum score of 80% is required for all courses within a Cobblestone Certification Program. This course offers a total of 1.5 contact hours, or .2 CEUs. For further information, visit www.iacet.org

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