

COMPETITIVE INTELLIGENCE



SELECTED EXPERIENCE IN COMPETITIVE INTELLIGENCE


CI is often confused with a number of other intelligence gathering methods.

Competitive Intelligence is an ethical process by which information about competitors is obtained in a planned manner, organized and ultimately used to help executives and managers make strategic business decisions. CI is not espionage or spying although some of its roots lie in military applications. It is also not Business Intelligence, Market Research, Market Intelligence or Marketing Intelligence.

In sum, CI involves coordinated, trained gathering and analysis of information that may not necessarily exist in the public domain or be otherwise available.

Part of the confusion is that many other intelligence-related activities and tactics overlap and may be used with one another to aid the marketing function in executing both its short and long term plans.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo interestet. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad

Selected Clients

- Advertising Age International
- Project Management Institute
- Strategic Decision Initiative
- CE Lighting
- Siarkopol Chemical Plants Tarnobrzeg



SIS Worldwide Headquarters

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Comprehensive solutions for Competitive Intelligence

- Quantitative study covering the US, Puerto Rico, and the Dominican Republic to determine what competitive products are produced in those countries and how they are promoted.
- Business intelligence study about the competitive environment of the cutlery market in Europe and Latin America.
- Field research to locate and purchase competitive coffee maker products in the UK, Spain, and Germany.
- Evaluation of competitive air filtering systems for consumers in Italy, France, Germany, the UK, and Spain.
- Competitive evaluation of air treatment products and filtering systems.
- Conducted an international strategic assessment on a pharmaceutical firm's new offering.
- Competitor profiles of major consumer products firms: their global strategy, globalization of key products, global branding successes, and failures.
- Competitive analysis of the R&D departments of large consumer products firms.
- Market intelligence study covering apparel and infant wear offerings of mass merchandisers in the retail industry.
- Created a competitor profile for a major consumer products firm.
- Conducted a market assessment on a pharma competitors' new offering in Europe
- Global strategy competitive assessment for consumer goods and packaged foods supplier.
- Analysis of the reorganization of a major player in the consumer products industry and its implications for the firm.
- In-store interviews with business owners in Chinatown, New York.
- Provided a major bank with information on how their competitors sell their mortgages to Government Sponsored Enterprises (GSE).
- Domestic market environment analysis for a variety of electronic products.
- Market Intelligence Study to evaluate the global business capabilities of major publishers of school books and providers of teaching material.
- Conducted competitive intelligence study for mayor healthcare company on activities of a rival manufacturer in China.
- Conducted a competitive intelligence study on the contact lens and contact solutions markets in the US.

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- Conducted market research on China grain equipment market by in-depth interviews with customers and competitors.
- Conducted competitive intelligence project to better understand the competitive environment for project management self assessment tools.
- Conducted a gum manufacturer benchmark study in Asia.
- Conducted a benchmarking study regarding staff education
- Conducted a competitive intelligence study regarding precipitated silica production plan.
- Conducted a research study regarding market insights and competitive intelligence for a lightning company
- Conducted a competitive intelligence research regarding cloud server companies
- Conducted Competitive Intelligence research study regarding the chemical plants market
- Conducted competitive intelligence study regarding the Nicotine Replacement Gum market.