



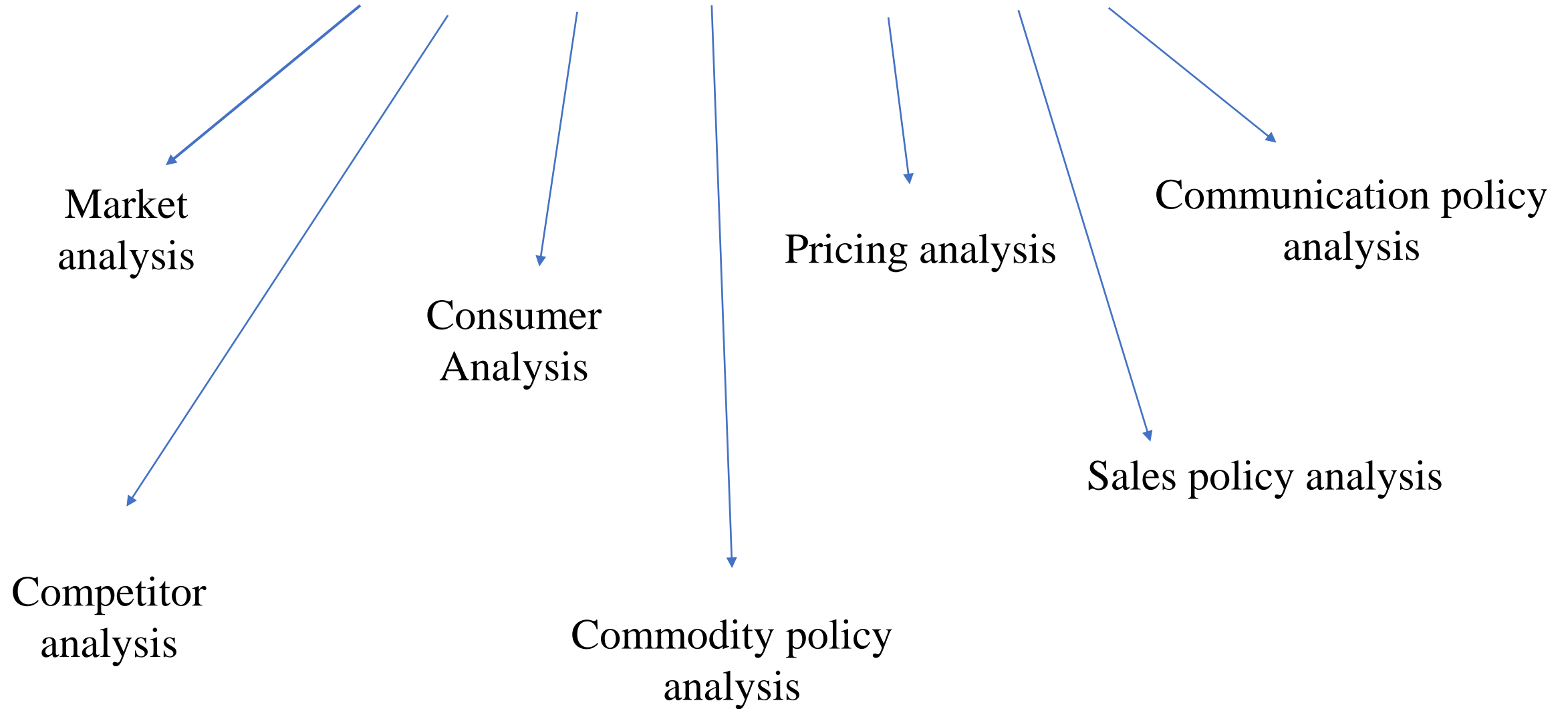
Methodological approaches of strategic analysis in marketing

LECTURE 2

Agenda

- Methodological base for SA in Marketing
- Market analysis
- Competitor analysis
- Consumer Analysis
- Commodity policy analysis
- Pricing analysis
- Sales policy analysis
- Communication policy analysis

Methodological base for strategic analysis in marketing



1. Market analysis

- prospects, attractiveness of the market;
- assessment of market capacity;
- study of the commodity structure of the market;
- general analysis of the main market participants;
- assessment of supply and demand in the market;
- segmentation and allocation of niches in the market;
- building a market development model and sales forecasting.



Q2 2021

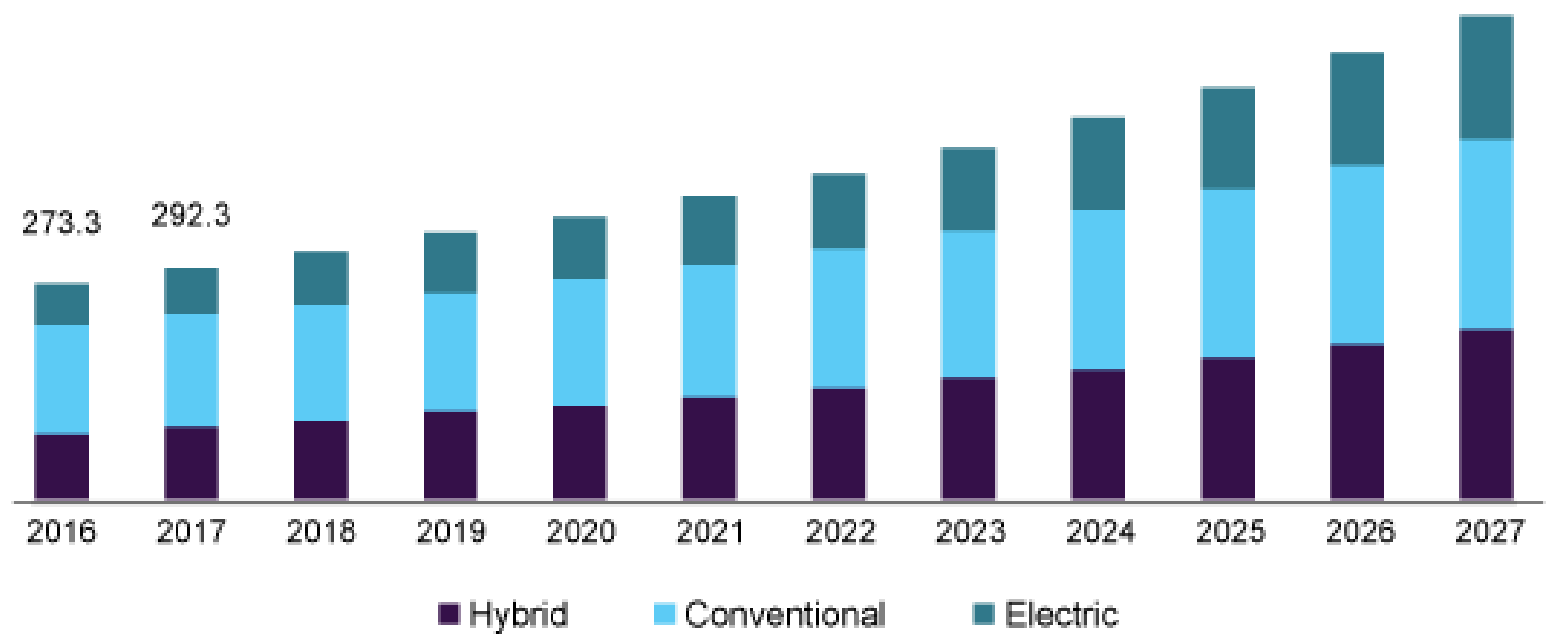
Global Smartphone Shipments Market Share

 Counterpoint



The global used vehicle market size stood at USD 1,710.75 billion in 2020.

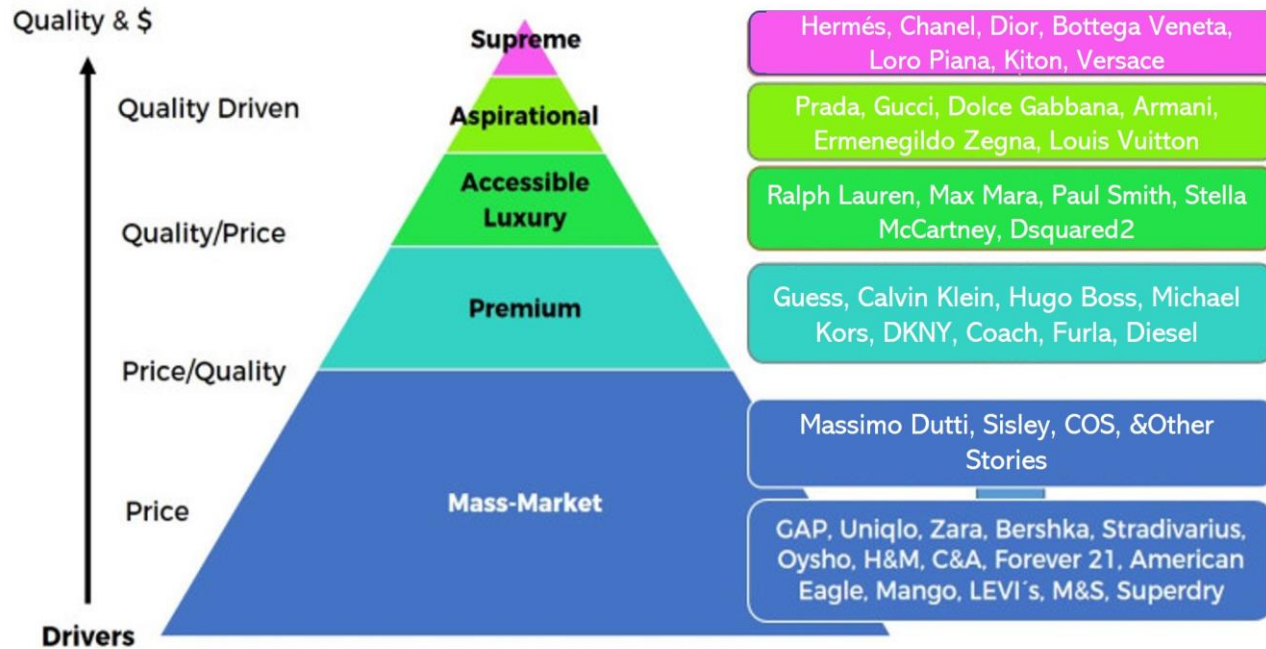
Asia Pacific used car market size, by vehicle type, 2016 - 2027 (USD Billion)



Source: www.grandviewresearch.com

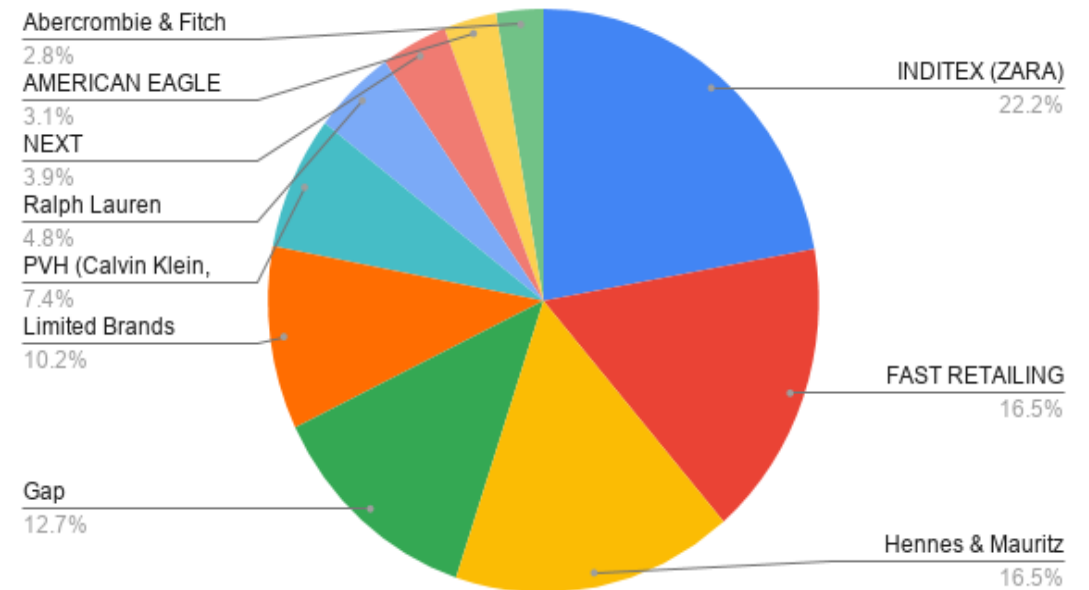
Market niche - a small part of the market with high demand for products and low competition.

Luxury Fashion Brands



Market share characterizes the state of the company in the market relative to competitors.

Top Clothing Retailers by Sales Revenue (USD billions)



2. Competitor analysis

- definition of market leaders;
- studying the advantages and disadvantages of competitors;
- comparative analysis of the marketing mix and business processes of competitors;
- definition of economic drivers of the industry (size, market growth rates, profitability in the industry, number of competitors and consumers, ease of entry into the market).



3 Consumer analysis

- identification of consumer preferences;
- building a "portrait" of consumers;
- analysis of consumer complaints;
- quality of customer service;
- customer loyalty;
- customer satisfaction (costs, convenience, communications).



4. Product policy analysis:

- general dynamics of sales;
- research of the product range;
- determination of the stage of the life cycle;
- positioning of products (goods) and services;
- brand image research among competitors;
- brand market value research.



5. Analysis of pricing policy

- analysis of market types;
- assessment of the price level in the market;
- measurement of price elasticity.

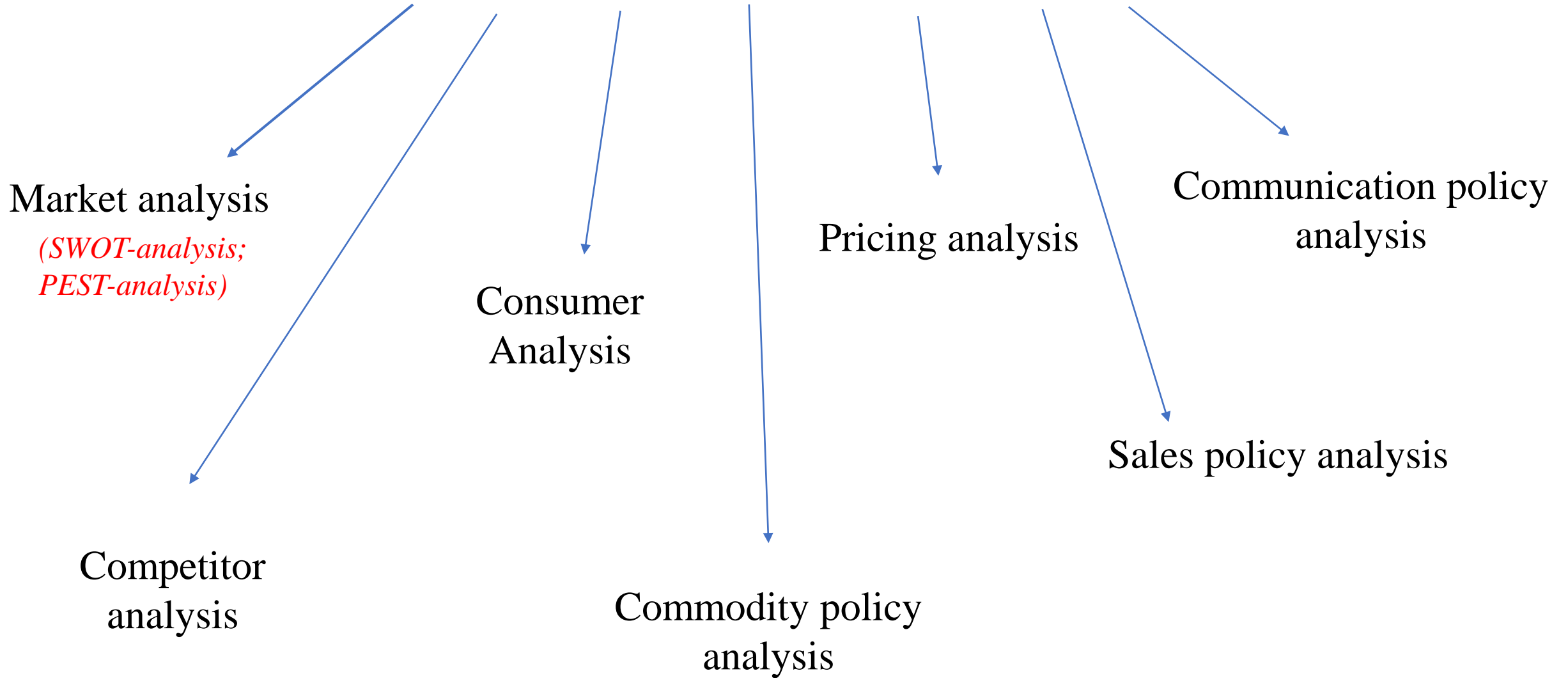
6. Marketing policy analysis

- market analysis;
- supplier analysis;
- analysis of transportation policy.

7. Communication policy analysis

- effectiveness of promotions, advertising campaigns;
- marketing experiments (testing of products, packaging, advertising ideas and forms).

Methodological base for strategic analysis in marketing



1. Market analysis methods

- GE matrix;
- capacity prediction method;
- method of expert assessments "Delphi";
- formation of a "portrait" of the commodity market;
- comparative analysis;
- methods of statistical analysis;
- SWOT-analysis;
- PEST-analysis;
- demand forecasting method;
- method of flexible segmentation;
- method of component segmentation;
- method of analysis and forecasting of time series.

Exercise 1

SWOT analysis



Exercise 2

5 products that will fail in certain markets



Why is **Alcohol** Haram in Islam?

