



# MARKET INTELLIGENCE

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## MARKET INTELLIGENCE

- Marketing intelligence is the external data collected by a company about a specific market which it wishes to enter, to make decisions.

### Our Need

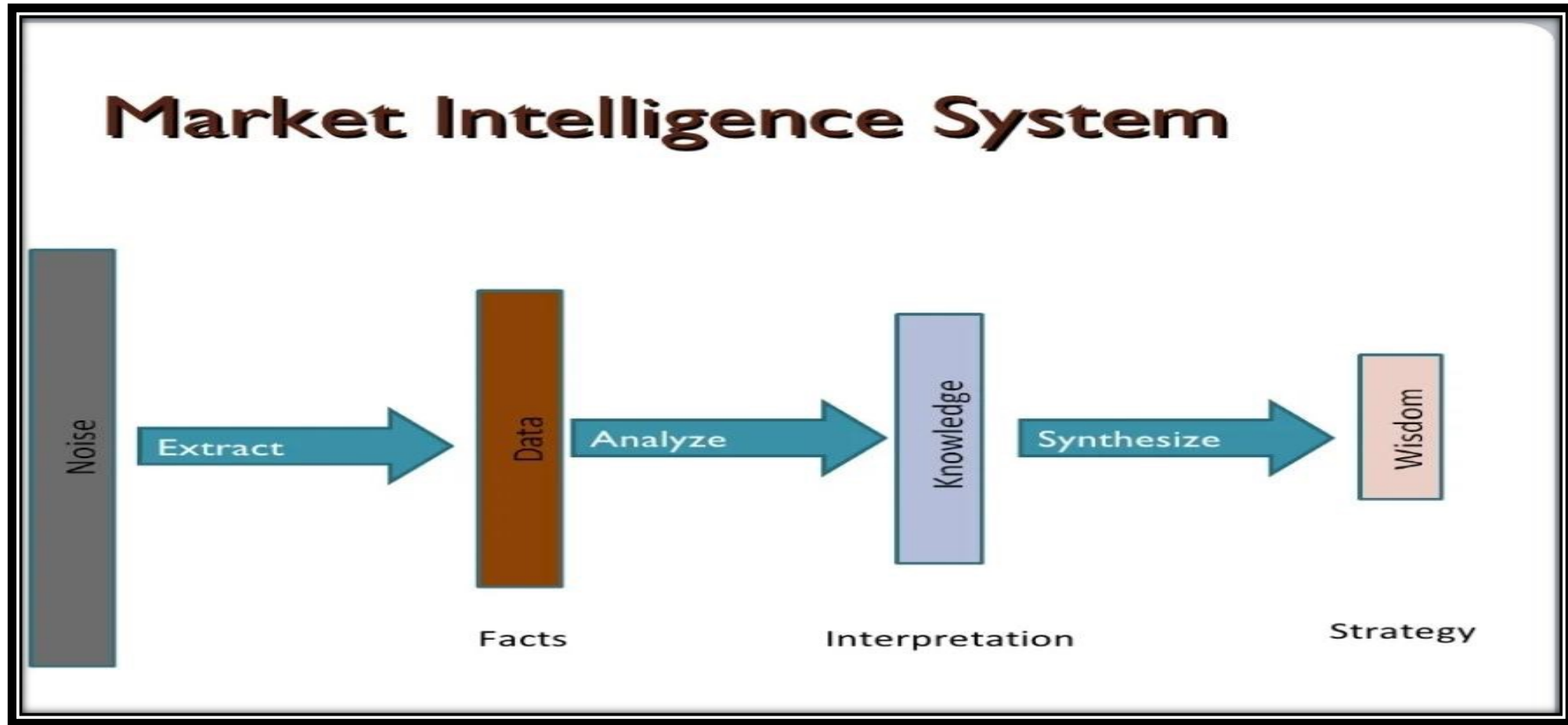
- Boost the trade
- Importing
- Exporting



## MARKET INTELLIGENCE OBJECTIVE

- To provide market and customer orientation
- Identification of new opportunities
- Identify new trends in the market
- Early identification of competitor moves
- Minimizing investment risk

# MARKETING INTELLIGENCE SYSTEM



# MARKET INTELLIGENCE

## Competitor intelligence

- Changes
- Manpower
- Strategy
- Acquisition

## Market understanding

- Market size-Hybrid, Rsearch
- Market forecast
- Grain Structure
- Segmentation

Competitive insight

Market Intelligence

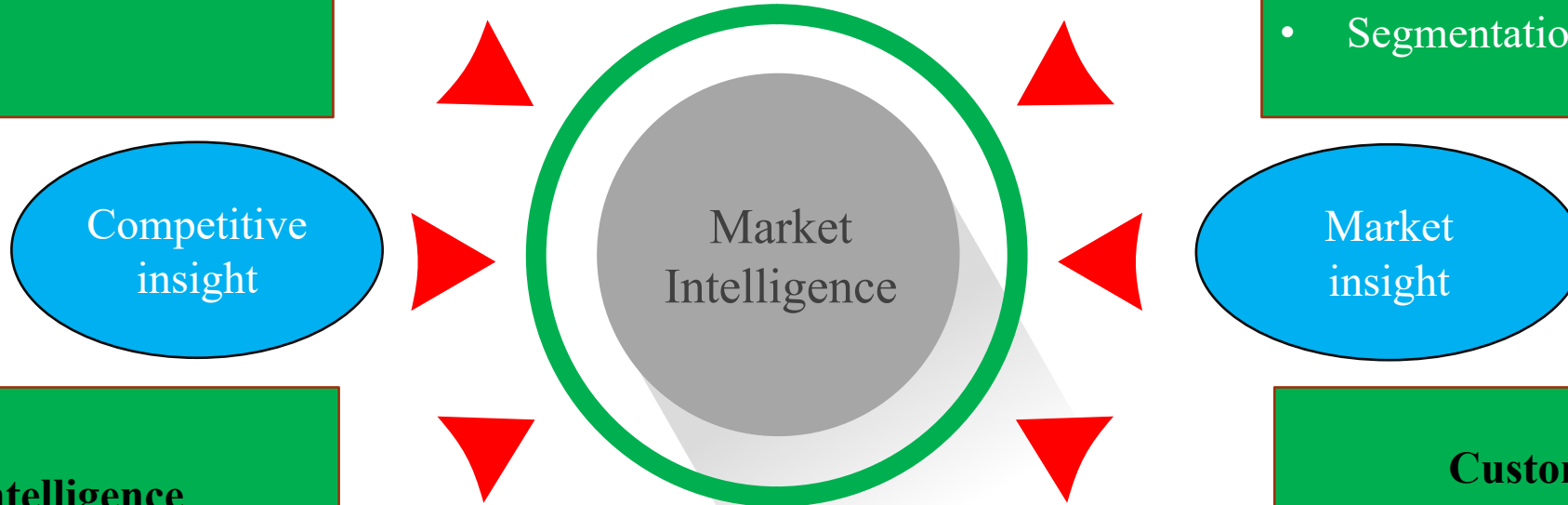
Market insight

## Product intelligence

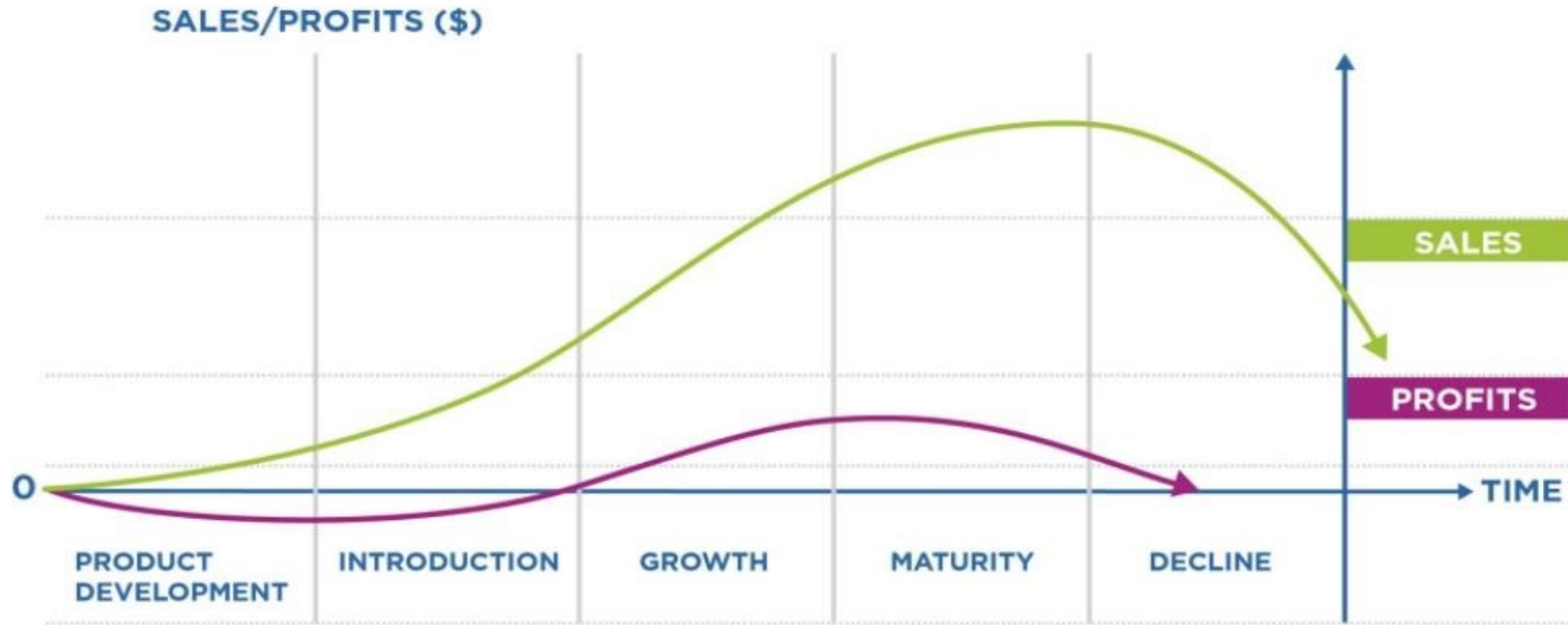
- Pricing
- New product introduction
- Specification comparison
- Acquisition
- Product promotion

## Customer insight

- Brand Preference
- Brand Loyalty
- Brand Awarness
- Farmer pain points

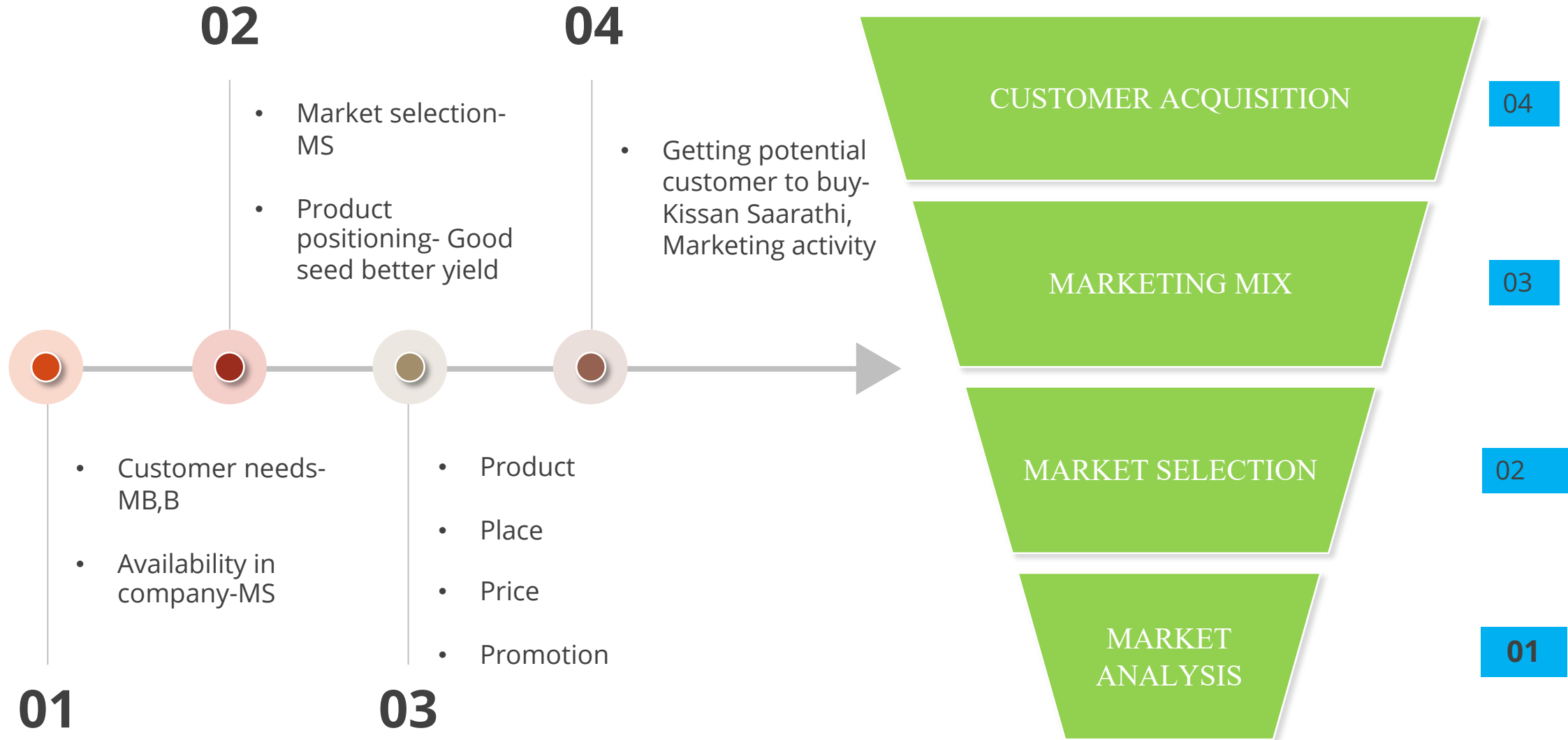


# PRODUCT LIFE CYCLE



**PRODUCT LIFE CYCLE**

# MARKET INTELLIGENCE ANALYSIS FOR PRODUCT PLANNING





## HOW TO DEVELOP MARKET INTELLIGENCE

### 1. Establishing our goals-

- Target for the next kharif
- By designing Ansoff Growth Matrix- Market penetration, Product development, Market development, Diversification

### 2. By defining Metrics-

- Competitor
- Market size
- Pricing
- Customer group- young, old, Female

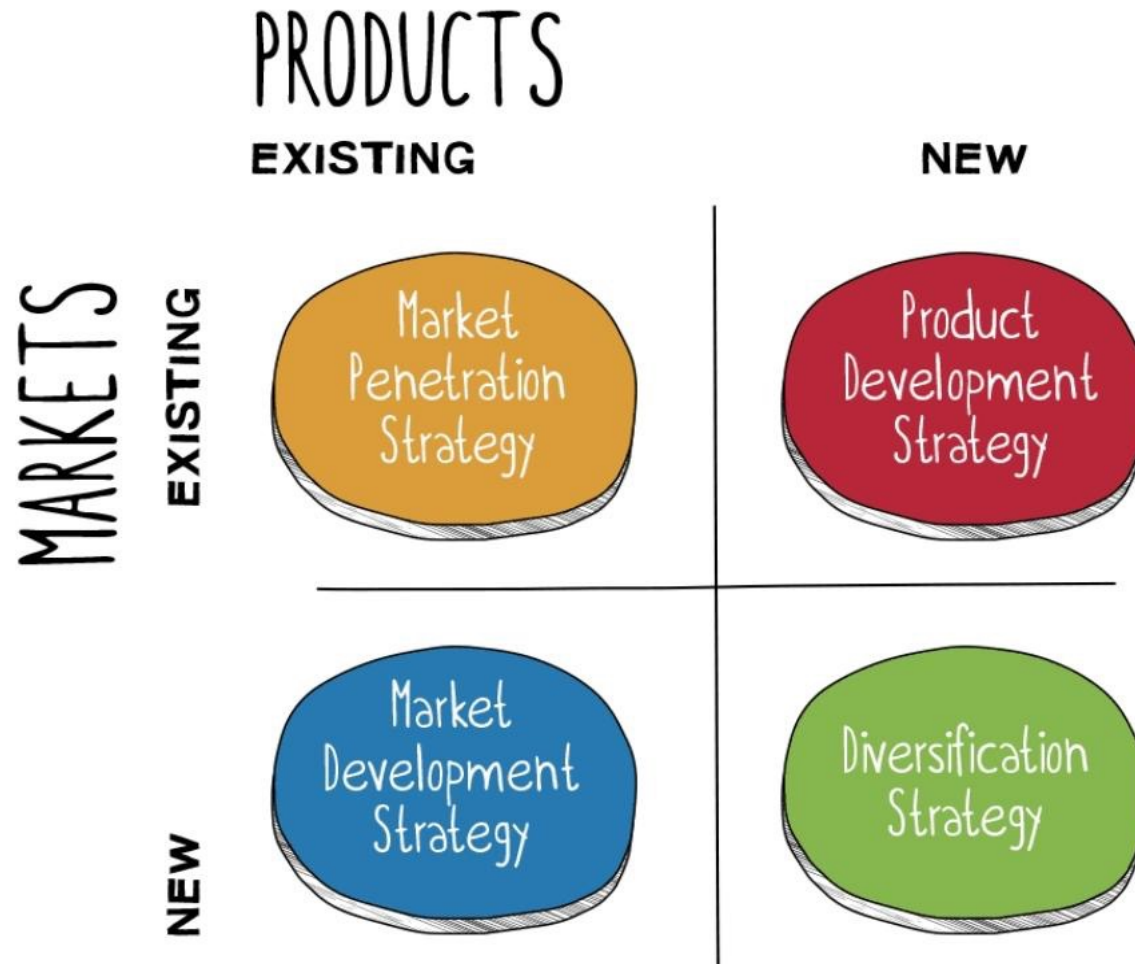
### 3. Preparing Research approach

- From agriculture office
- Retailer and Distributor
- Kissan Sarathi
- Online survey- Cost effective
- Data analysis from bill

### 4. Gather and Analysis



# ANSOFF GROWTH MATRIX





## STEPS TO BE TAKEN BY A COMPANY TO IMPROVE ITS MARKETING INTELLIGENCE

- Train and motivate sales force
- Motivate Channel partners to pass along important intelligence
- Set up a customer advisory panel
- Optimal usage of Government data resources
- Collect competitive intelligence through online customer feedback



**THANK YOU**