



# 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

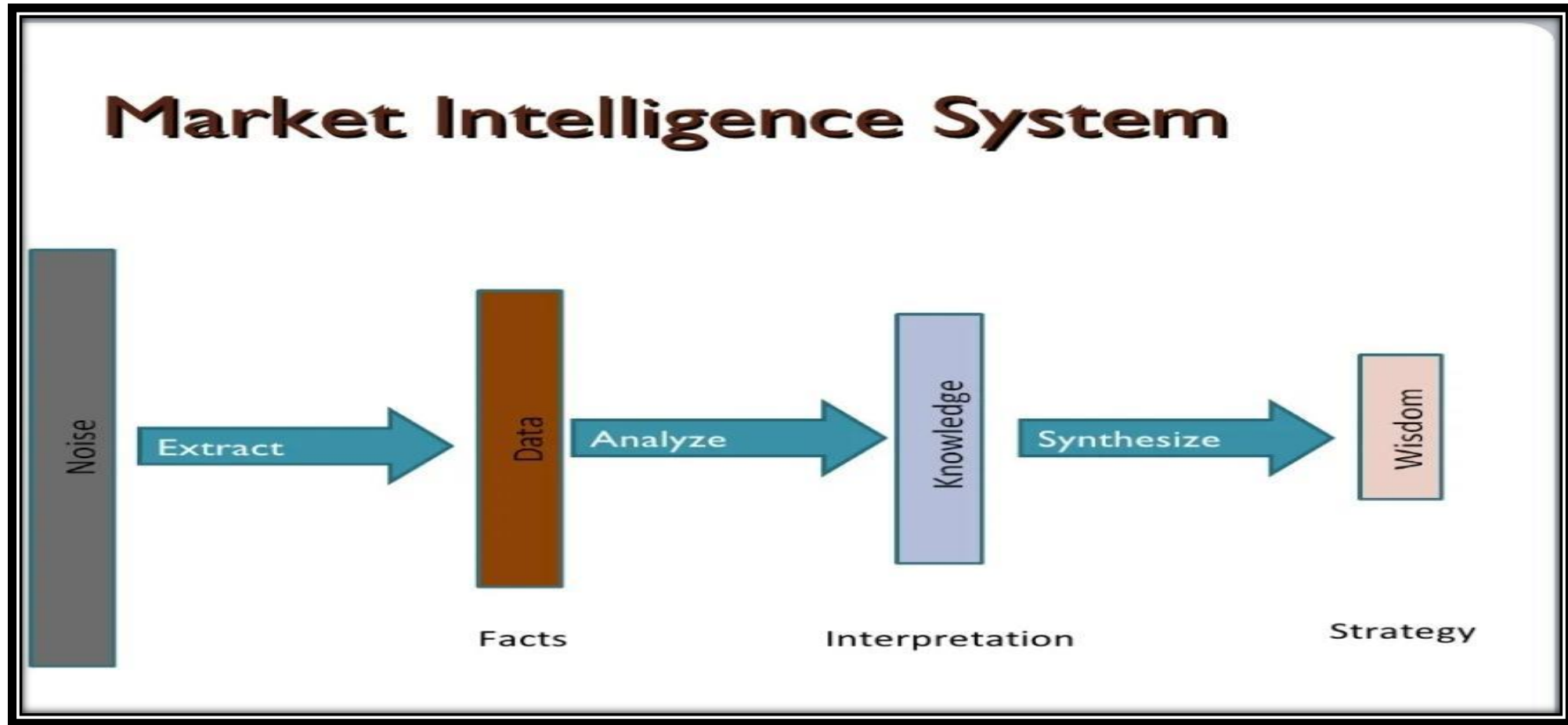
- Boost the trade
- Importing
- Exporting



## 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

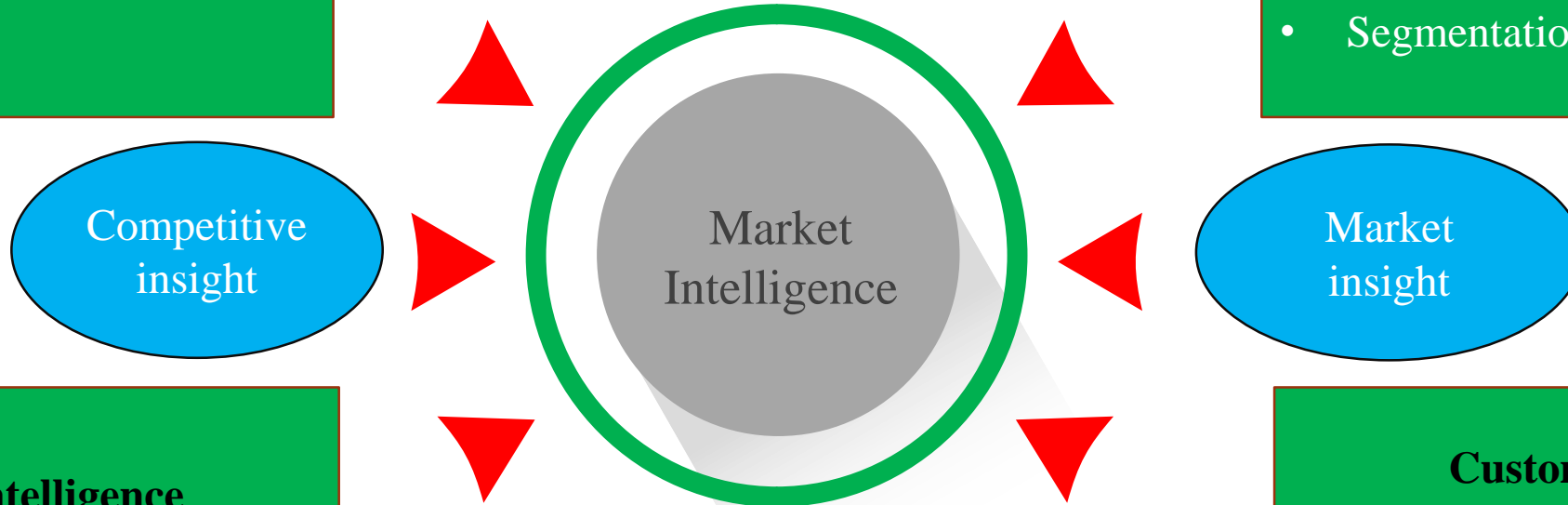
Market insight

## Product intelligence

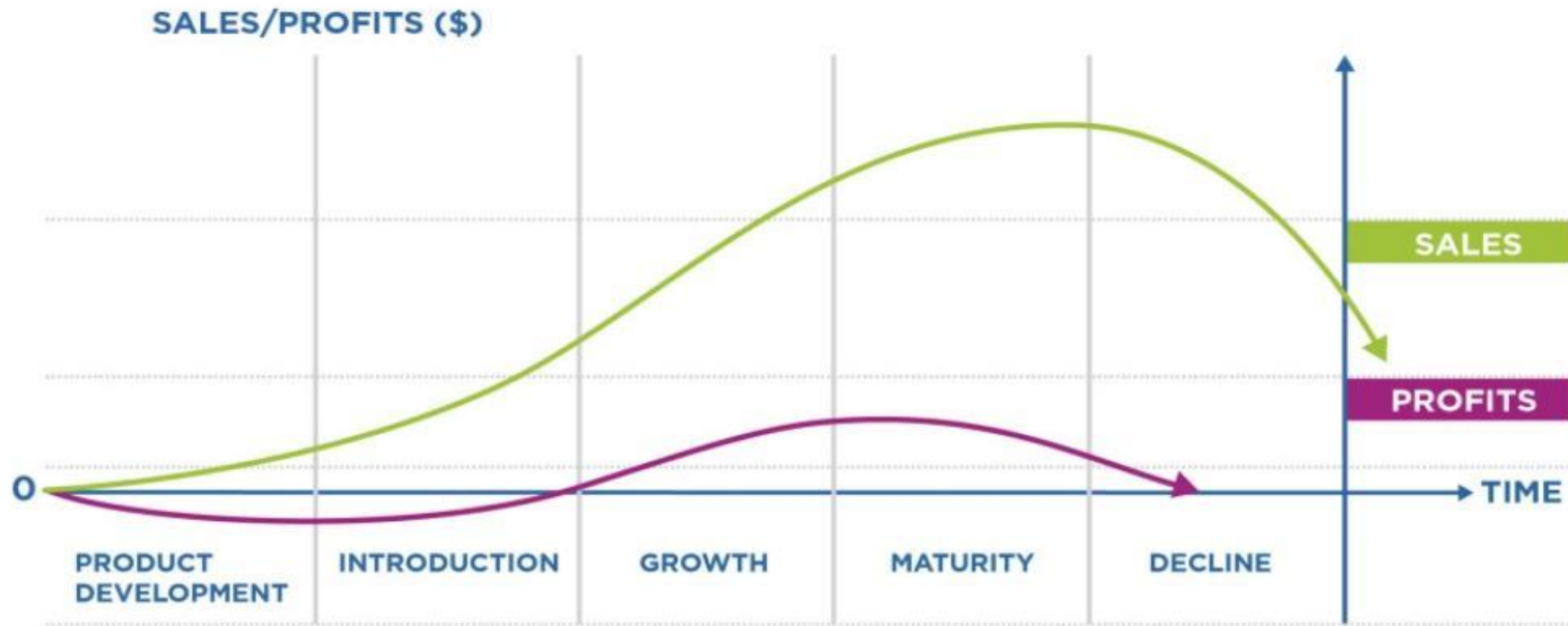
- Pricing
- New product introduction
- Specification comparison
- Acquisition
- Product promotion

## Customer insight

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

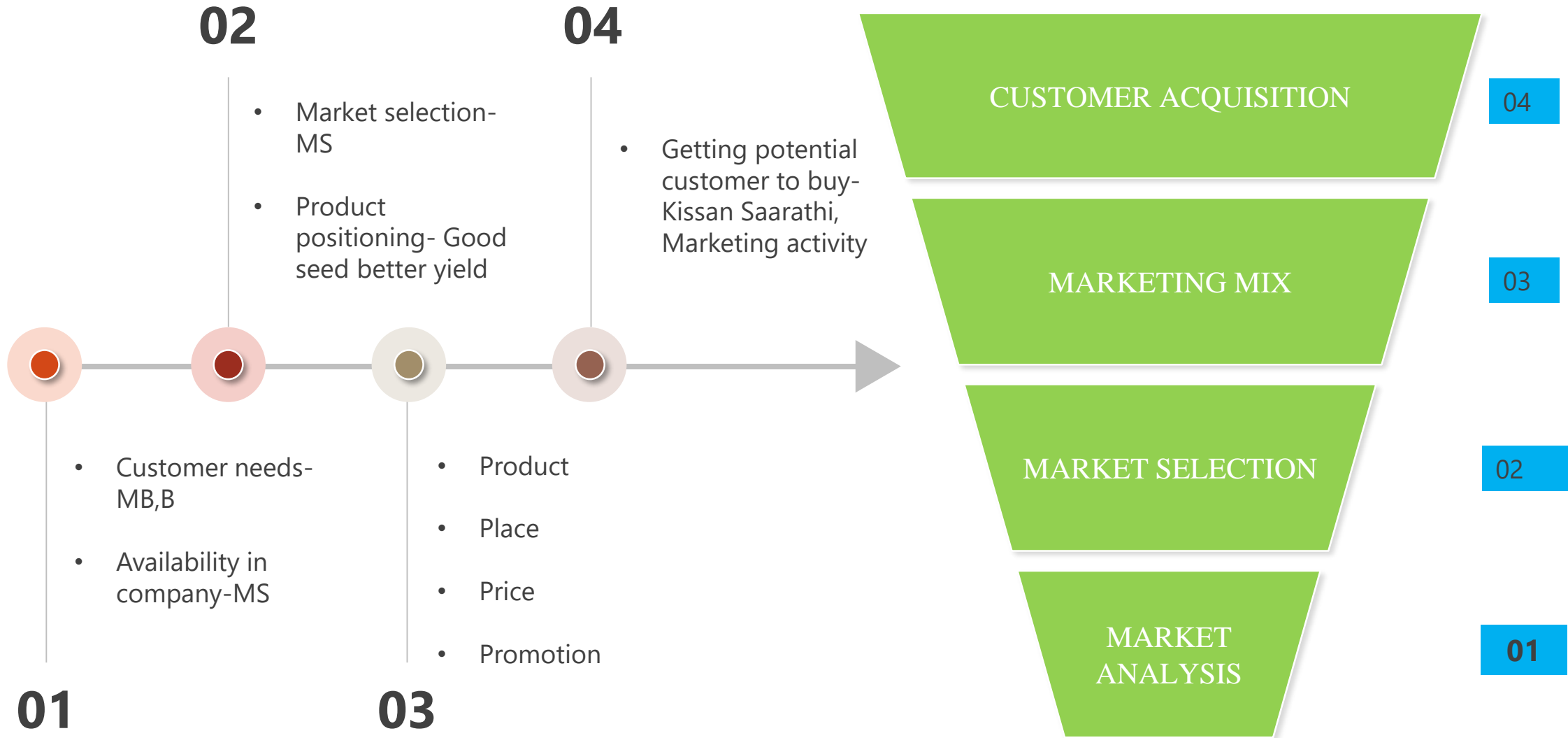


# PRODUCT LIFE CYCLE



**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

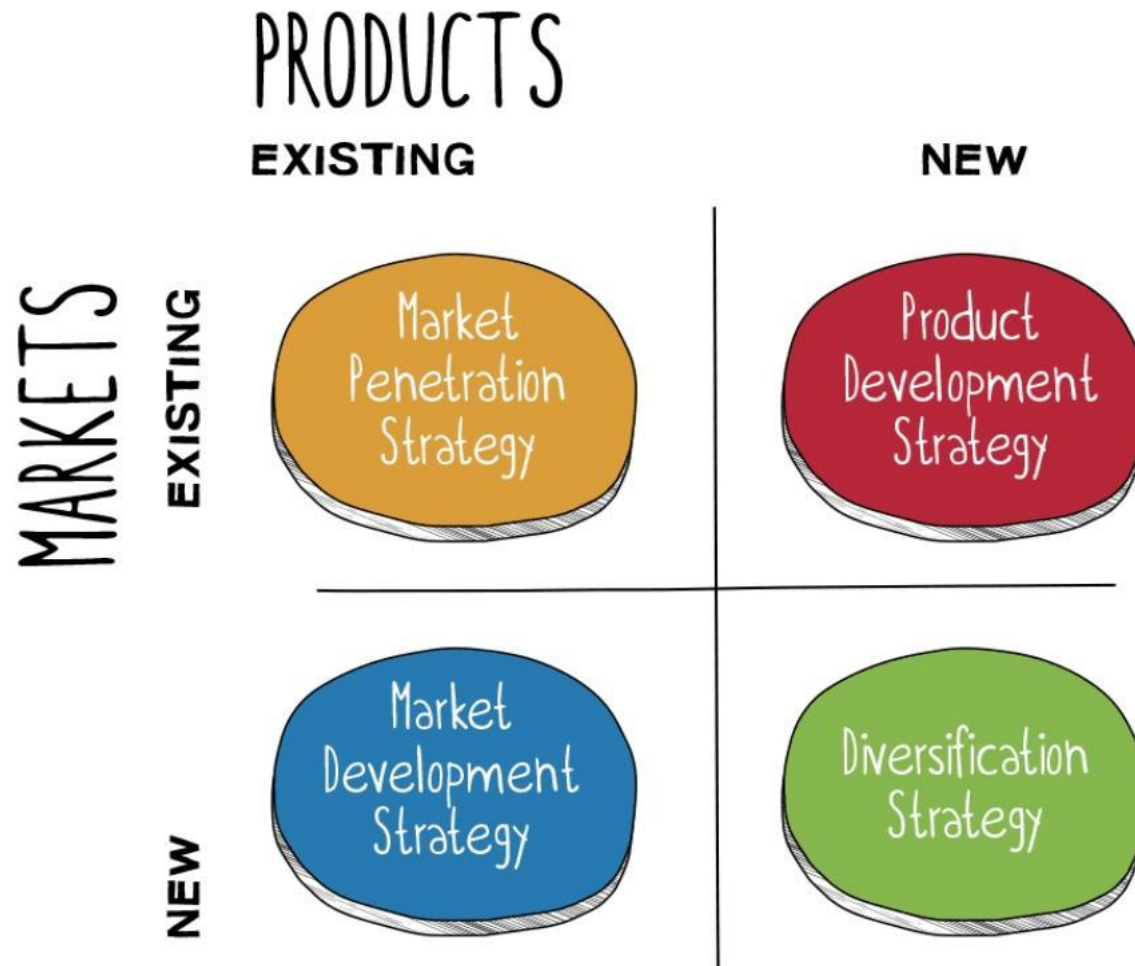
### 3. Preparing Research approach

- 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



## CASE STUDY ON MARKETING INTELLIGENCE

- In order to optimize the service end-to-end & continuously improve the experience for its members, Netflix invests heavily in MI.
- Content valuation & Streaming optimization
- Netflix recommends types of shows or movies that their subscribers love to binge on.
- It not only recommends movies or shows to individuals based on their performances, but also make sure that no single recommendation experience is same for two individuals.



## CASE STUDY ON MARKETING INTELLIGENCE

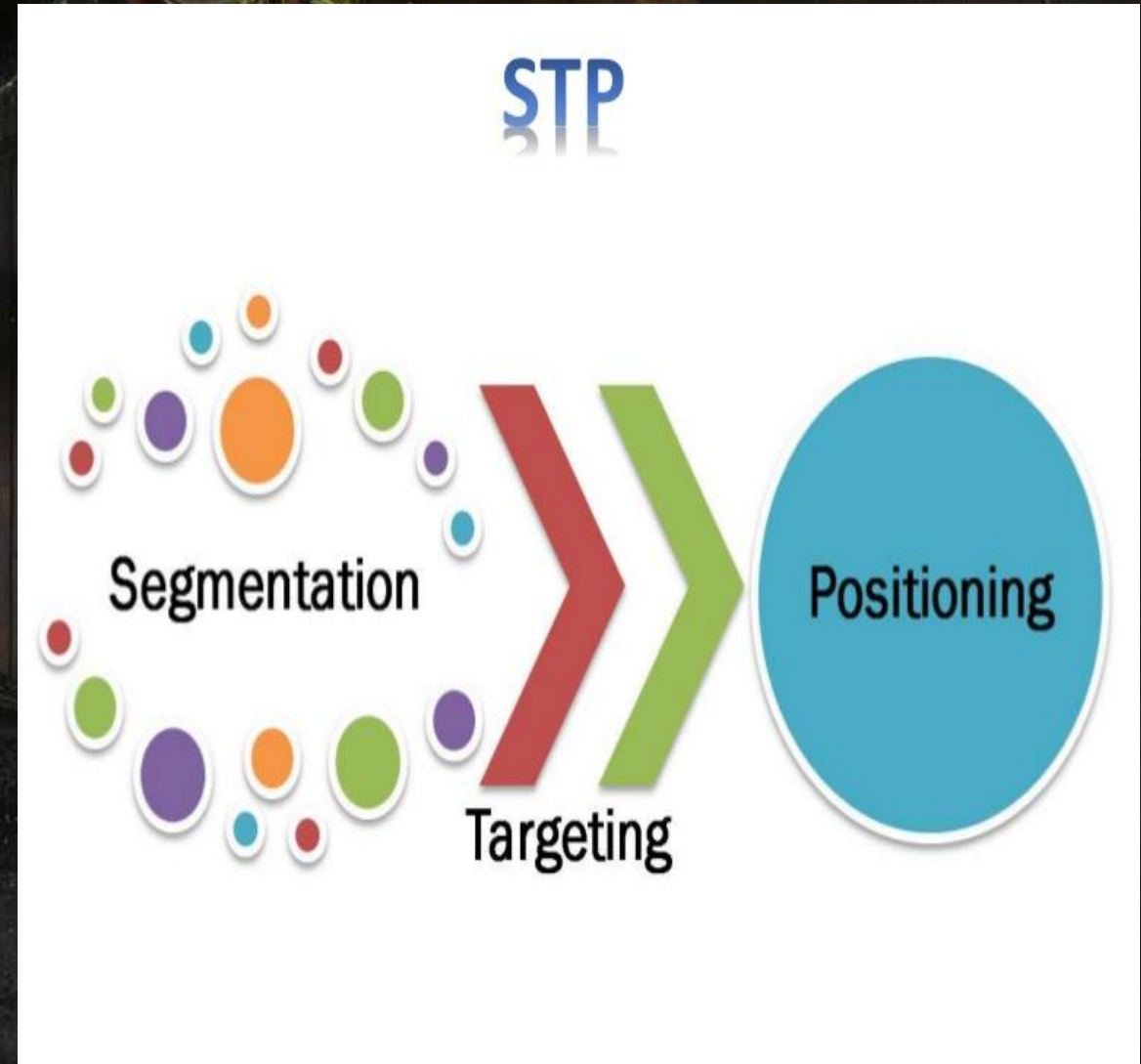
- Limited regional selections
- Internet requirements
- Data cap consumption
- Binge watching



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## STP Analysis

**Segmentation**  
**Targeting**  
**Positioning**





## STP ANALYSIS

### Segmentation

- Duration wise
- Geographic wise
- Grain size wise
- Land wise

### Targeting

- Geographic \*Land\*Duration\*Grain

### Positioning

- Good seed better yield
- Disease resistance
- Long panicle with more no of grains
- More no of effective tillers

# POSITIONING MAP

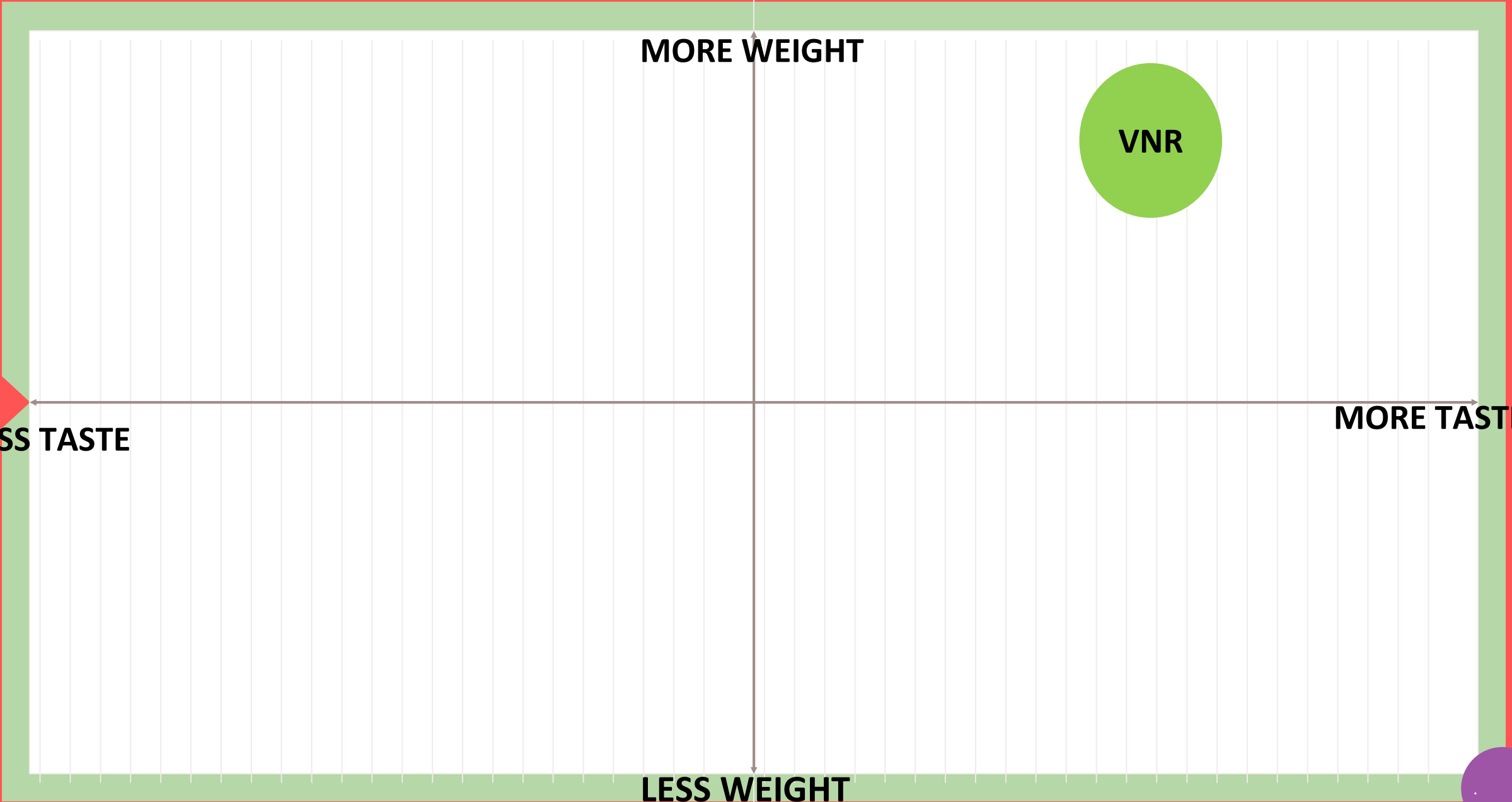
MORE WEIGHT

VNR

MORE TASTE

LESS WEIGHT

LESS TASTE





## MARKETING MIX

### PRODUCT

- Broad range of products
- Market penetration & market development
- Packaging

### PRICE

- Market penetration/Skimming pricing-new products
- Low pricing with old products

### PLACE



- Available of more option

### PROMOTION

- Banner and poster, Field activities, Short video, Bags





**THANK YOU**