



Who are your true competitors? What customer needs are you competing to satisfy? What are the similarities and differences between your competitors goals, strategies, products and services and yours? What are the strengths and weaknesses of each of your Company products/services, when compared with your competitors? What opportunities and threats is your Company facing, when compared with your competitors? What is your response? Better quality of products/services? Better support? Better sales forces? Better advertising? Better market segmentation? Better technical capabilities? More innovation? New market niches?

Competitive Analysis

> A Customized Service offered to Life Science & Nanotechnology Industries and related Organizations



ADVANCED ADVISORY & ADVANTAGE

www.transadvancis.com



Our competitive analysis customized service

Our competitive analysis customized service covers the 3 sequential major steps:

- > to identify the competitors and the competitive environment
- > evaluation of goals and strategies and SWOT Analysis
- > selection of the competitors to respond, the ones to avoid and directions referring the nature of the response

We provide a final report (printed and pdf format) presenting our competitive analysis referring to your Organization.

Different types of entities can benefit from this study

- > Industries
 - > Life Science Industries
 - > Bioscience Industries
 - > Healthcare Industries
 - > Nanotechnology Industries
- > Distributors (global, regional and local)
- > Venture Capital Organizations
- > Organizations providing support service to industries
- > Organizations providing support / cooperation to research institutions
- > Organizations acting as interface between University and Life Science Industry and Nanotechnology Industry
- > Science parks, technological parks
- > Web Advertising Media (search engine Web sites, directory Web sites, portals)
- > Printed Advertising Media
- > Governments

Options available

Our competitive analysis customized service can be developed over two different approaches:

- > the most direct competitors (only) - the competitors considered the "best in class"
- > the overall competitive environment (including the most direct competitors) - establishment of different levels of competitiveness with a special emphasis for the most direct competitors

If your Organization is looking for this type of study, please do not hesitate to contact us for details and a quote request.

Approaches

Both options (the most direct competitors and the overall competitive environment) cover the 3 sequential major steps:

- > identification of the competitors and the competitive environment - effective implementation of a competitive analysis study requires not only information about the competitors, but also information on the competitive environment, factors and trends such as technology innovations, industry trends, international trends, economic conditions, political trends and others. Thus, when complexity and uncertainty increase in the business environment, as happens today, a competitive analysis study can be conducted accurately only by assessing it with respect to the factors listed above. This step involves the setting up and presentation of:
 - > competitors listing
- > evaluation of goals and strategies and SWOT Analysis - a competitive analysis study drives by nature to the evaluation of the relative competitive advantage (relative strength) of a given organization when compared with its competitors. This step involves the setting up and presentation of:
 - > different levels of competitiveness
 - > SWOT analysis
 - > quadrant map of leadership grid
 - > competitors profile, having into account the SWOT Analysis and and the competition grid
- > selection of the competitors to respond, the ones to avoid and directions referring the nature of the response.

Methodology

Our hybrid methodology involves the crossing of data from different independent public information sources in order to develop information on competitive, competitors and market environment:

- > Querying published data (namely online databases and public resources)
- > Telephone interviews
- > Email interviews



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FAVORABLE WIND CONDITIONS

FOR LIFE SCIENCE & NANOTECHNOLOGY ORGANIZATIONS



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