

## *Developing your Market Intelligence*

**Course length: 1 day**

*Good market intelligence can help shape your strategy for growth. This masterclass will provide access to the latest reports and sources of information on markets, customers and competitor's. As well as insights on new technology and industry trends that can give you the knowledge needed to anticipate change and innovate.*

### *How can it help?*

- Establish a competitive edge for business
- Gain background information on your competitors
- Find out more about your customers and their buying habits
- Identify best practice, market and technology trends
- Find out about tools and techniques you can use in your business

## *Programme outline*

This one-day practical masterclass will help you understand the value of good market intelligence. It will explore the various tools and techniques that can enable you to gain insight into your market, customers and competitors. Delegates will begin the process of producing a market intelligence report for their own business.

Content will include:

- Introduction to market intelligence
- Information sources
- Search strategy
- Utilising market intelligence
- Tailored market intelligence strategy and business action planning
- Market intelligence reporting

## *Who should attend?*

This masterclass is suitable for small, medium or large businesses.

It will particularly benefit newly established businesses with limited knowledge of IP and its value.

Established organisations that do not have in house IP expertise / capability.

### *Training at RTC*

*People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.*

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***For more information on this one day course or other courses to help grow your business please contact:***

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