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Market Analysis, Competitive Analysis and Target Group Analysis

2 – 5 Days  
Depends on internal situation

- Define own product and service portfolio.
- Recognise own strengths and weaknesses in comparison to local competition.
- Develop an action plan, which allows regular market monitoring to detect changes in the market and react to them.

- Develop relevant product and service portfolio
- Analysis of market area
- Identify competitors
- Develop a profile for strengths and weaknesses depending on competitors

**Target Group**

Executive board and managers of all business areas

**Comments**