

COMPETITIVE INTELLIGENCE CHECKLIST

Industry/Company	Company 1	Company 2	Company 3	Company 4
INDUSTRY OVERVIEW S&P NetAdvantage ➤ Profile, trends, glossary ➤ Who are the key players in the industry?				
COMPANY INFO ➤ Public or private? Subsidiary? Intl? Company's website ➤ What are they saying about themselves? Hoover's or Factiva Company Profile ➤ Key players, Market share, Competitors Marketline (Datamonitor) ➤ Company Profiles – SWOT Analysis, Company View				
ANALYST REPORTS/INTERVIEWS Investext ➤ Industry trends and outlooks, strategies, competitors ➤ Search for specific analysts covering industry/company Wall Street Transcripts ➤ Roundtable Discussions, CEO Interview				
FINANCIAL INFORMATION Thomson Research ➤ Tearsheets, financial & company overviews ➤ 10 years of downloadable financials ➤ President's Letter & Mgmt Discussion				
ARTICLES Factiva ➤ Newspaper & journal articles, transcripts ➤ Find info on strategy, marketing, branding, advertising, innovation, competitors, problems ➤ Construct a SWOT analysis Business Source Premier ➤ Journal articles, trade publications, industry reports				
MARKET RESEARCH Mintel- Consumer Products Gartner, Jupiter & E-Marketer – IT Focus ➤ Market sizes and trends, market segmentation, consumer attitudes and purchasing habits				
ASSOCIATION & GOVERNMENT WEBSITES ➤ Statistics, data, key issues				

SWOT ANALYSIS

Strengths	Weaknesses
Opportunities	Threats

