

## COMPETITIVE INTELLIGENCE CHECKLIST

Industry/Company	Company 1	Company 2	Company 3	Company 4
<b>INDUSTRY OVERVIEW</b> <b>S&amp;P NetAdvantage</b> ➤ Profile, trends, glossary ➤ Who are the key players in the industry? <b>First Research</b> ➤ 200 industries, Call Prep Sheet				
<b>COMPANY INFO</b> ➤ Public or private? Subsidiary? Intl? <b>Company's website</b> ➤ What are they saying about themselves? <b>Hoover's or Factiva Company Profile</b> ➤ Key players, Market share, Competitors <b>Marketline (Datamonitor)</b> ➤ Company Profiles – SWOT Analysis, Company View				
<b>ANALYST REPORTS/INTERVIEWS</b> <b>Investext</b> ➤ Industry trends and outlooks, strategies, competitors ➤ Search for specific analysts covering industry/company				
<b>FINANCIAL INFORMATION</b> <b>Thomson ONE Banker</b> ➤ Tearsheets, financial & company overviews ➤ 10 years of downloadable financials ➤ President's Letter & Mgmt Discussion				
<b>ARTICLES</b> <b>Factiva</b> ➤ Newspaper & journal articles, transcripts ➤ Find info on strategy, marketing, branding, advertising, innovation, competitors, problems ➤ Construct a SWOT analysis <b>Business Source Complete</b> ➤ Journal articles, trade publications, industry reports				
<b>MARKET RESEARCH</b> <b>Mintel- Consumer Products</b> <b>Gartner, Jupiter &amp; E-Marketer – IT Focus</b> ➤ Market sizes and trends, market segmentation, consumer attitudes and purchasing habits				
<b>ASSOCIATION &amp; GOVERNMENT WEBSITES</b> ➤ Statistics, data, key issues				

# SWOT ANALYSIS

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>