

Session Overview – Market Analysis

Approach

- Session Overview
- Definition of Market Analysis
- Market Analysis – Do We Need It?
- Market Analysis What Does It Give Us?
- Analysis Basics
- Sharing Your Analysis

Challenges

- What Is SWOT Analysis
- How Do I Identify Company SWOTs
- Further SWOT Tips
- Different Ways to Prune & Prioritise
- SWOT Next Steps

Solution

- Market Analysis Quiz
- Session Wrap-Up

