

Competitor analysis

What are your competitors doing - now and tomorrow?

It is vital to get an overview and inspiration from your competitors' behaviours on the web.

- What products, services and benefits are they offering online?
- How is their e-business done in relation to the web page structure and the design?
- What are your challenges and competitiveness?

What you get:

- Description of your e-business competitors
- Identification of services and concepts from them all
- Analysis of the design, structure and functions of the competing firms (rating)
- Analysis of corporate online visibility
- Evaluation of competitiveness, benefits and challenges
- General product and market research

Your advantages:

- Avoid tedious and expensive surprises
- Get an overview of in your online competition
- Know the extent of your challenges
- Optimize your strategy from facts
- Get ahead of your competitors
- Optimize your competitiveness and positioning
- Get a realistic assessment of your online competitors' capabilities

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