

SUMMARY

Forecasting and market analysis techniques

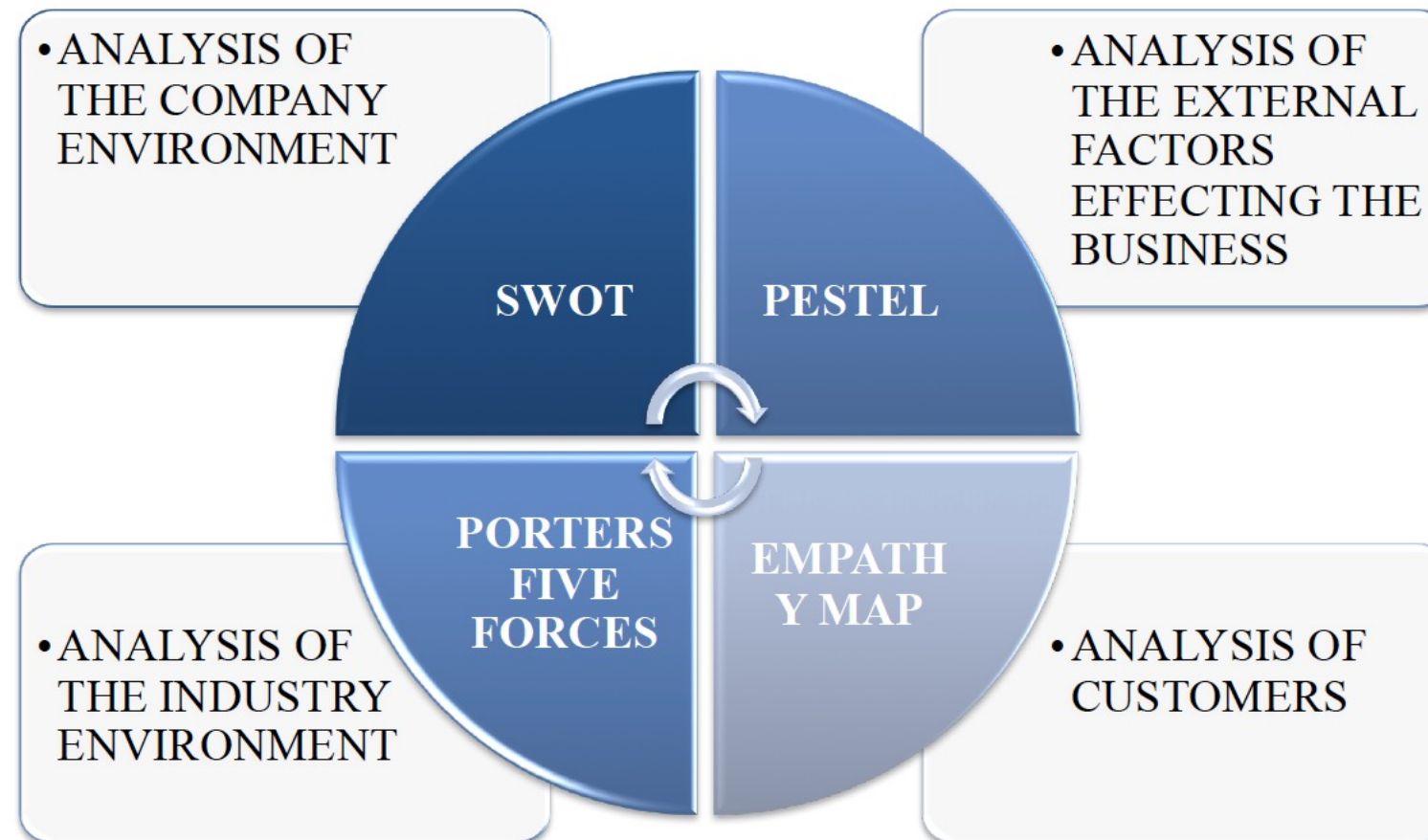
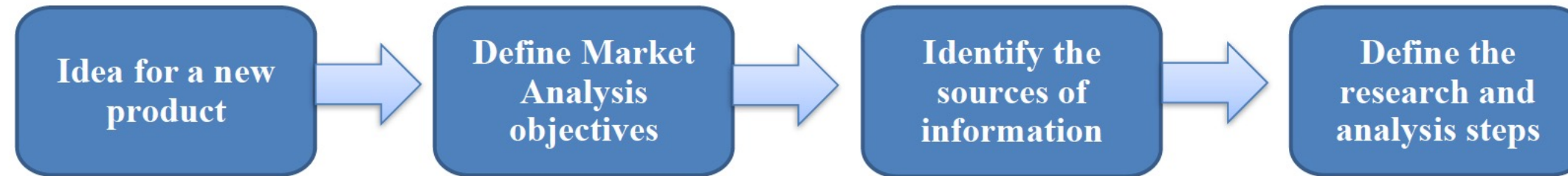
Developed by:



Introduction

- Technical textiles market = rapidly changing & high growing trend
- Importance of the market analysis to better manage the risk and to take the opportunities
- Different forecasting techniques to analyse
 - Latest trends and dynamics in the market
 - Competitors
 - General buying patterns
 - Technological changes

Background



Market Analysis Process:
Market analysis main steps

Market Analysis Techniques:
some of the instruments we can use to implement a market analysis

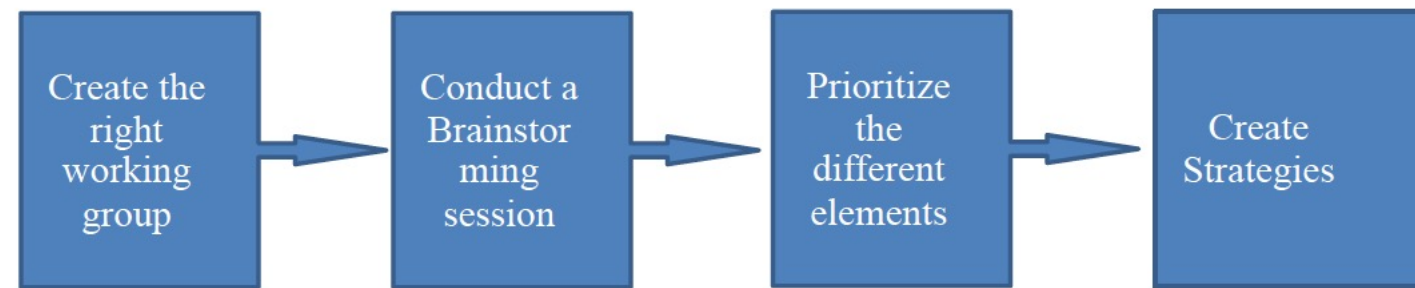
SWOT Analysis

SWOT ANALYSIS



SWOT Analysis: Evaluation of internal strengths and weaknesses, and external opportunities and threats in an organization's environment.

SWOT Analysis process



Brainstorming questions:
These questions can ease the brainstorming process

SWOT Analysis template

SWOT analysis template Internal Strengths (S) and Weaknesses (W) (micro analysis)			
Internal environment	Strengths	Weaknesses	Strategic action
1. Financial	_____	_____	_____
2. Managerial	_____	_____	_____
3. Infrastructural	_____	_____	_____
4. Suppliers	_____	_____	_____
5. Manufacturing	_____	_____	_____
6. Distribution channels	_____	_____	_____
7. Marketing	_____	_____	_____
8. Brand equity	_____	_____	_____
9. Innovation resources	_____	_____	_____

SWOT analysis template External Opportunities (O) and Threats (T) (macro analysis)			
External environments	Opportunities	Threats	Strategic action
Competitor environment			
Financial	_____	_____	_____
Managerial	_____	_____	_____
Organizational	_____	_____	_____
Suppliers	_____	_____	_____
Manufacturing	_____	_____	_____
Distribution channels	_____	_____	_____
Marketing	_____	_____	_____
Brand equity	_____	_____	_____
Innovation resources	_____	_____	_____
Industry environment			
Intensity of rivalry among competitors	_____	_____	_____
Threat of new entrants	_____	_____	_____
Threat of substitute products	_____	_____	_____
Bargaining power of suppliers	_____	_____	_____
Bargaining power of buyers	_____	_____	_____
General environment			
Political	_____	_____	_____
Economic	_____	_____	_____
Socio-cultural	_____	_____	_____
Technological	_____	_____	_____
Legal	_____	_____	_____
Environmental	_____	_____	_____
Demographic	_____	_____	_____
Ethical	_____	_____	_____
Regulatory	_____	_____	_____

PORTERS FIVE FORCES ←

PESTLE ←

Template for the SWOT analysis:
This template can be used as a guide for the SWOT analysis implementation

Empathy Map



Template for the EMPATHY MAP:
This template can be used as a guide for the empathy map development

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Disclaimer:

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