

SUMMARY

Developed by:



Forecasting and market analysis techniques





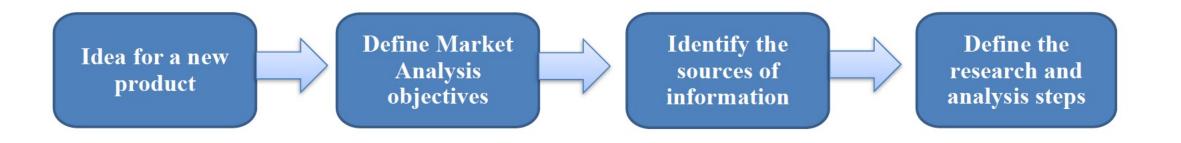
Introduction

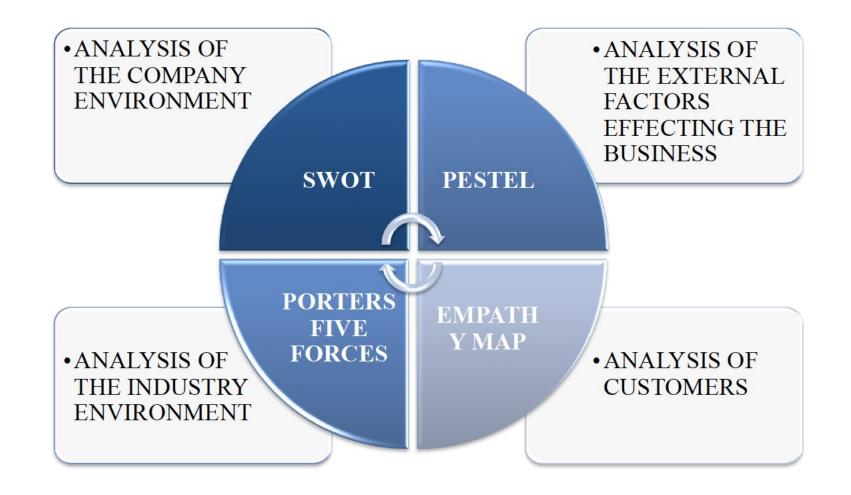


- Technical textiles market = rapidly changing & high growing trend
- Importance of the market analysis to better manage the risk and to take the opportunities
- Different forecasting techniques to analyse
 - Latest trends and dynamics in the market
 - Competitors
 - General buying patterns
 - Technological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

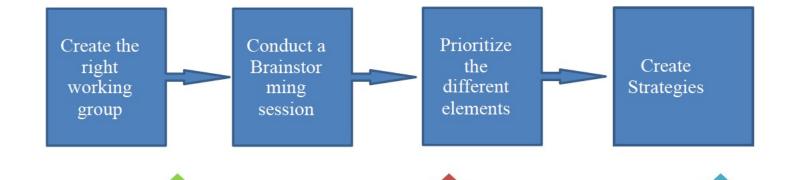


SWOT Analysis:

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

SWOT Analysis process







Strengths

· What are we good at?

business?

- What do we do better than anyone else?
- What is our competitive advantage?
- What do we do that are unique compared to others?
- What resources do we have at our disposal?
- What advantages do our employees have?
 What valuable assets does our company
- have?

 What do customers like about our



Weaknesses

- · What are we bad at?
- What do our competitors do better than us?
- What do our customers complain about?
- What disadvantages does our team have?
- · What obstacles do we face?
- · What resources are we lacking?
- What could we improve?



Opportunities

- What possible regulatory changes could help our business?
- · Is the market changing favorably?
- Will the current economy have a positive effect on our company?
- What opportunities have we not pursued yet?
- What new opportunities have emerged?
- · Is the cost of our goods decreasing?
- Is there a way to acquire useful resources that we do not already have?



Threats

- · Who are our current competitors?
- Which newly entered competitors pose a potential threat to our

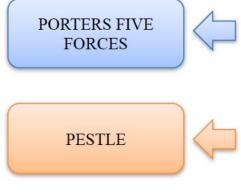
 hydroge?
- · Is the size of our market decreasing?
- Is the industry changing in a way that is negatively affecting our business?
- · Is the cost of our goods rising?
- Are the stocks we rely on in short supply?
- Are the regulations changing to the detriment of our business?
- Is one of our manufacturers unreliable?

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	2	<u>-</u>	<u>-</u>		
5. Manufacturing		· ·			
6. Distribution channels	277	2.	177		
7. Marketing		·			
8. Brand equity					
9. Innovation resources		·			

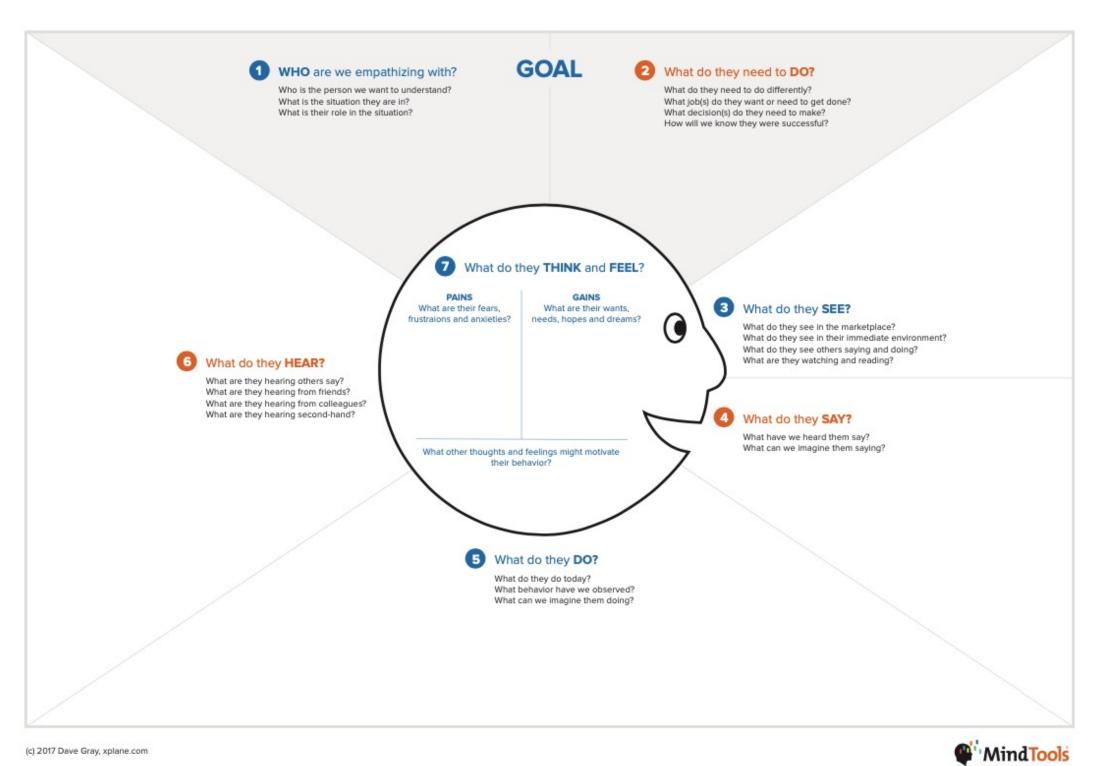


SWOT analysis template External Opportunities (O) and Threats (T) (macro analysis)				
External environments	Opportunities	Threats	Strategio action	
Competitor environment				
Financial				
Managerial				
Organizational			_	
Suppliers Manufacturing	(c)		1	
Distribution channels	(2)			
Marketing				
Brand equity Innovation resources				
Industry environment				
Intensity of rivalry among competitors Threat of new entrants	3) 		8	
Threat of new entrants Threat of substitute products	0			
Bargaining power of suppliers	0.	8.0		
Bargaining power of buyers				
General environment				
Political				
Economic				
Socio-cultural				
Technological				
Legal Environmental	7	2	-	
Demographic				
Ethical				

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

Empathy Map





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

Template for the



This was a summary of an open educational resource. Please visit http://destexproject.eu/ to see the full amount of intellectual outputs of the project.



Disclaimer:

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