

Competitive Analysis Skills

Best For

This program is ideal for:

Early to mid-career professionals

Individual contributors

Consultants and subject-matter experts

Professionals involved in strategy, marketing, product, business development, sales, and planning initiatives

Delivery Style

The learning experience is highly practical, insight-driven, and focused on building competitive awareness and analysis capability for real workplace and market situations.

Outcome Level

Participants develop stronger competitive thinking capability, improved market awareness, and the ability to systematically analyze competitors and use insights to support better business decisions.

Program Positioning

In modern markets, competition is dynamic, fast-moving, and often indirect. Professionals are expected not only to perform their roles well, but also to understand competitors, anticipate market moves, and respond strategically.

However, many professionals rely on assumptions, surface-level comparisons, or outdated information when evaluating competitors, leading to weak decisions and missed opportunities.

This intermediate-level program is designed to help professionals build structured competitive analysis skills and apply them directly to business, product, marketing, and strategic contexts.

The program reflects current workplace realities across the USA, Australia, Canada, and global markets—where competitive intelligence, differentiation, and speed of response are critical.

✓ Ideal for professionals with 0–8 years of experience

✓ Ideal for those transitioning into strategy, planning, marketing, or business-facing roles

LEARNING STRUCTURE (8 HOURS)

Block 1 – Foundations of Competitive Analysis

This session builds a strong foundation by explaining what competitive analysis means in modern business environments and why it is essential for informed decision-making. Participants gain clarity on how competition shapes strategy, positioning, and performance.

It covers:

- What competitive analysis is and what it is not
- Direct, indirect, and emerging competitors
- Why organizations fail due to poor competitive awareness
- The role of competitive analysis in business decisions

✔ Outcome: Clear understanding of competitive analysis fundamentals and relevance.

Block 2 – Understanding Market & Competitive Landscape

This session focuses on understanding the broader market context in which competitors operate. Participants learn how to map industries and identify meaningful competitive dynamics.

It covers:

- Market structure and industry boundaries
- Identifying key competitors and substitutes
- Understanding customer choice and switching behavior
- Competitive intensity and market maturity

✔ Outcome: Improved ability to interpret competitive landscapes.

Block 3 – Competitor Profiling & Capability Assessment

This session strengthens the ability to systematically analyze competitors beyond surface-level observations.

It covers:

- Competitor value propositions and positioning
- Products, services, and pricing approaches
- Capabilities, resources, and strengths
- Weaknesses, gaps, and strategic limitations

✔ Outcome: Stronger ability to build structured and objective competitor profiles.

Block 4 – Competitive Differentiation & Strategic Positioning

This session focuses on how organizations differentiate themselves and how competitive positioning is created and defended.

It covers:

Sources of competitive advantage

Cost leadership, differentiation, and focus strategies

Positioning choices and trade-offs

Identifying points of parity and points of difference

✓ Outcome: Improved understanding of competitive positioning and differentiation logic.

Block 5 – Competitive Benchmarking & Comparative Analysis

This session addresses how to compare competitors in a structured and meaningful way to support decision-making.

It covers:

Benchmarking performance, offerings, and capabilities

Comparative analysis frameworks

Avoiding biased or incomplete comparisons

Interpreting competitive strengths and risks

✓ Outcome: Stronger analytical judgment in competitive benchmarking.

Block 6 – Competitive Threats, Risks & Opportunity Identification

This session focuses on identifying competitive threats early and recognizing opportunities created by competitor weaknesses or market shifts.

It covers:

Detecting competitive threats and signals

Assessing impact and likelihood

Identifying white spaces and unmet needs

Turning competitive insight into opportunity

✓ Outcome: Improved ability to anticipate threats and identify strategic opportunities.

Block 7 – Using Competitive Insights for Better Decisions

This session strengthens the ability to translate competitive analysis into practical action and business decisions.

It covers:

Applying insights to strategy, product, and marketing decisions

Supporting pricing, positioning, and investment choices

Communicating competitive insights to stakeholders

Avoiding overreaction and analysis paralysis

✔ Outcome: Better decision-making supported by competitive insight.

Block 8 – Personal Competitive Analysis Action Plan

This final session focuses on long-term application and skill development.

It covers:

Identifying personal strengths and gaps in competitive analysis

Applying competitive thinking to daily work

Building habits for ongoing market and competitor awareness

Creating a personal competitive analysis action plan

✔ Outcome: Clear personal framework for applying competitive analysis skills in professional roles.

✔ What You Will Walk Away With

Participants complete the program with:

Stronger competitive awareness and market understanding

Improved ability to analyze competitors objectively

Better strategic and business decision support skills

Reduced assumption-based or reactive thinking

A structured approach to competitive analysis

A Knowledge Que Course Completion Certificate (8 PDUs)

✔ Certification (Delivery-Neutral & Legally Safe)

On successful completion of the program, learners receive:

Knowledge Que – Course Completion Certificate

Recognition of 8 Professional Development Units (PDUs)

A digital certificate suitable for:

LinkedIn

Resume & Portfolio

Professional Profiles

Issued by Knowledge Que – Powered by Experts

✔ Why Knowledge Que

Expert-led, practical professional skills training

Real-world competitive and market scenarios

Skill-focused learning with immediate application

Programs designed specifically for modern professionals

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