

ADROIT SNAPSOLUTIONS SERVICE PACKAGE

Competitor Mapping & Benchmarking

Actionable, intelligence-grade analysis of competitive landscapes that helps clients benchmark performance, decode rival strategy, and identify market gaps to strengthen positioning and profitability.

What You Gain

- Clear insights on position relative to key competitors
- Identification of gaps and opportunities across pricing, product, and experience
- Data-backed intelligence to refine strategy and innovate
- Visual competitor maps and benchmarking scorecards for planning
- Monitoring framework to track shifts and trends over time

Service Category	Monitoring, Evaluation, and Learning (MEL)
Delivery Format	Desk-based intelligence plus targeted primary validation (KIs, mystery shopping, client interviews)
Ideal Use Cases	• Strategic market entry or expansion • Product or service portfolio assessment • Pricing strategy optimization • Brand positioning and reputation analysis • Operational benchmarking versus industry leaders • Investor reporting requiring competitive intelligence
Scope of Work	• Identify and profile direct and indirect competitors • Collect data on products, pricing, marketing, and customer feedback • Analyze competitors using SWOT or TOWS to surface gaps and risks • Benchmark critical metrics (growth, satisfaction, KPIs, financial proxies) • Build position maps (price vs. quality, reach, or capability) • Track competitor activity and trends • Deliver tailored, actionable recommendations aligned to business goals
Tools Used	

Delivery Process	1. Select frameworks and tools (SWOT/TOWS, Porter's Five Forces, BMC, KPI models) 2. Gather desk research and targeted market intel 3. Integrate quantitative and qualitative findings with BI tools 4. Develop competitor profiles, benchmarking scorecards, and maps 5. Validate insights with client team for contextualization 6. Deliver reports, presentations, and dashboards 7. Offer optional periodic updates or retainer-based monitoring
Deliverables	• Interactive competitor dashboard (Power BI/Excel) • Comprehensive competitor intelligence report (~30–40 pages) • Executive briefing deck (PowerPoint) for leadership • Action plan and roadmap with quick wins, KPIs, and timelines • Data pack (Excel/CSV) with cleaned datasets, benchmarks, and sources
Add-On Services	• Enhanced dashboard visualizations (Power BI/Excel) • Win-loss analysis • Strategy workshops to test scenarios and align leadership • Remote validation briefings
Sample Size	Varies by scope (from focused subsets to full industry landscapes)
Duration	1–4 weeks (depending on data depth and validation scope)
Staff Time	Desk-based research + optional field KIIs or client interviews
Geographic Coverage	
Pricing Structure (Individual)	Lite Landscape: from USD 1,800 (desk research only, simple profiles)
Pricing Structure (Organization)	Standard Benchmark: from USD 3,900 (weighted KPIs, dashboards, 8–15 profiles)
Pricing Logic	Advanced Strategy Pack: from USD 7,500 (KIIs, mystery shopping, scenarios, GTM workshops)
Team Composition	• Lead R&A Specialist • Market/Competitive Intelligence Analyst • Qualitative Researcher (KIIs and protocols) • Data Visualization Specialist • Quality Assurance Lead

Key Considerations	• Access to relevant market and competitor data increases precision • Internal data improves benchmarking validity • Blends quantitative and qualitative intelligence for holistic insights • Focuses on actionable recommendations, not raw data
Lead Consultant Profile	Led by a Competitive Intelligence Strategist with 12+ years of experience in management consulting and market intelligence across technology, retail, and financial services, specializing in converting data into business strategy.

Contact

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