

INTEGRATED EXECUTION TOOLS – ON-THE-FLY ASSESSMENT



COMPETITIVE ASSESSMENT TOOLS TO SUPPORT DECISION-MAKING

Systemic Business Overview

- Monitor Business Planning and Support Routine Reviews

Fast Track Projects Indicators

- Evaluate External Factors that impact Results

COMPETITION ON-THE-FLY: SITUATION ASSESSMENT TOOL

INTEGRATED ASSESSMENT PLATFORM - COMPETITORS IN-DEPTH – FULL DECK AUTOMATED KNOWLEDGE BASED SYSTEM

SITUATION ASSESSMENT TOOL	
<div style="border-bottom: 1px solid gray; padding: 5px;"> <p>1 MARKET SUMMARY</p> <ul style="list-style-type: none"> • High Level Business Facts • Competitors Results </div> <div style="border-bottom: 1px solid gray; padding: 5px;"> <p>2 CATEGORIES OVERVIEW</p> <ul style="list-style-type: none"> • Competitive Overview by Category </div> <div style="padding: 5px;"> <p>3 CATEGORIES IN DETAIL</p> <ul style="list-style-type: none"> • Market Results by Category </div>	<div style="border-bottom: 1px solid gray; padding: 5px;"> <p>4 CATEGORIES CAUSALS</p> <ul style="list-style-type: none"> • Competitive Actions by Category • Key Causals / Perf. Drivers by Category </div> <div style="border-bottom: 1px solid gray; padding: 5px;"> <p>5 BRANDS CAUSALS</p> <ul style="list-style-type: none"> • Competitive Actions by Brand • Key Causals / Perf. Drivers by Brand </div> <div style="padding: 5px;"> <p>6 DEEP DIVE ANALYTICS</p> <ul style="list-style-type: none"> • Causals Details • Competitors • Categories • Brands • Segments </div>

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- Monitor Business Planning
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Fast Track Projects Indicators

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WHY IT IS IMPORTANT

- FAST / FACT-BASED ANALYSIS & DECISION-MAKING**
- Business Assessment – High Level Market Overview
 - Situation Assessment – In-Depth Market Analysis

HOW TO APPLY

- COMPETITIVE ANALYSIS**
- Automated Issue Tree Analysis
 - Knowledge-based Logic & Rationale

