

## The 7 Cs of Market Analysis

### Checklist for analysing a market and the competitive situation

Do the analysis as objectively and fact based as possible. Work from the basic assumption that you are an outsider looking in. Use the outcome of the analysis to set goals for your company.

<b>CUSTOMERS</b> Who are my customers (actual and potential)?	
What are their needs? What solutions are they demanding?	
How large is the market?	
<b>COMPETITORS</b> Who are my competitors (actual and potential new entrants)?	
What are they offering? How do we compare?	
What is their market share?	
<b>COMPANY</b> What is our reputation in the market?	
What is our market share?	
What are our relative strengths and weaknesses?	
<b>CHANNELS</b> What channels are available? Which channels are dominant?	
What channels offer room for expansion? Which ones do not?	
What is the optimum mix?	

<b>COMMUNICATION</b> What media vehicles are available? Which vehicles dominate?	
What are the key messages? How well are those received?	
Are messages supported by actions?	
<b>COSTS</b> What does the cost structure look like? Which cost components dominate?	
Can cost be decreased? How?	
What market segments/channels offer best profitability?	
<b>CONTEXT</b> What are the constraints (explicit and implicit)?	
Which ones can we do anything about?	
Which ones should we do anything about?	



## GOALS

- Profit
- Market share
- Other