

Information Monitoring



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Information Monitoring

- ✓ Programme :
- Workshop - Practical Case
- Objectives & Purpose of Sectoral Studies
- The Search for Information



Workshop - Practical Case



✓ Present the following markets over a long period (15+ years)

The **Tourist** Market

The **Nutraceuticals** Market

The **Electric Bikes** Market

The **Smartphones** Market

The **Men's Cosmetics** Market

The **Hoverboards** Market

The **Home Care** Market

The **Video Games** Market

The **New Born** Market

in **France**

➤ **4x4**



Workshop - Practical Case



- ✓ Pam Danziger discusses the men's beauty market

WASHINGTON DC

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Objectives & Purpose of Sectoral Studies

- ✓ Purposes:
- ✓ A sector is a **group** of **manufacturing**, **trading** or **service** companies that have the **same principal activity**
 - Companies are **sensitive** to **changes** in the **structures** of the **sector** of which they are **part**
- ✓ **Sectoral study**, gives a **global representation** of the **market** and aims, **3 objectives**:
 - 1. Refine** and **complete** a **macro approach** (e.g. country, region)
 - 2. Know** the **opportunities** and **threats** of the sector
 - 3. Estimate** the **necessary adaptations** and their **costs**



Objectives & Purpose of Sectoral Studies

✓ Purposes:

1. Refine and complete a macro approach

- The first study provides **general information** on the **commercial interest** that the **country/region** represents, its **openness** to new products
- The sector study is **detailed, focused** on the areas of **activity** of the **company**
- It **presents** the **structure** and **functioning** of the **market** that the company **plans** to **tackle**
- It **sheds light** on access **constraints**: current **regulations** on **products**, channels and **distribution** channels in the **targeted sector** ...

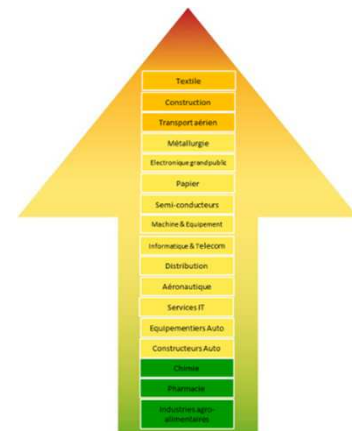


Objectives & Purpose of Sectoral Studies

✓ Purposes:

2. Know the **opportunities** and **threats** of the sector

- The opportunities and threats of the sector **study** are **more precise** than those of the **macro study**
- They **complete** and **perfect** the analysis
- The company has **crucial information** for **decision-making**: competitive intensity, sales prospects, consumer motivation ...
- At the **same time**, it identifies **risks** in the **sector**: company failures, payment delays ...



Objectives & Purpose of Sectoral Studies

✓ Purposes:

3. Estimate the **necessary adaptations** and their **costs**

- It provides **crucial information** in the product's **decision-making process**, acceptability **price, quality** signs ...
- To succeed in its **re-sectoring process**, the **company** must (possibly) **adapt** its **marketing** plan (and approach)

➤ The **information** collected will **enable** the company to **study** the **feasibility** and **decide** on its **modification** taking into account cost **constraints**



Objectives & Purpose of Sectoral Studies

✓ Sector Study Content:

1. The offer

- A new entrant **must know** the **available offer** in a market in order to **appreciate** the **intensity** of the **competition**

➤ This **allows** it to **know** if there is a **place available** for its products

Quantitative Information	Corresponding Data	Qualitative Information	Corresponding Data
Local offer	<ul style="list-style-type: none"> ▪ Production volume ▪ Share (%) in total supply ▪ Volume evolution over the last 3 years ▪ Estimates volume of future local production 	Identity of local competitors	<ul style="list-style-type: none"> ▪ Company name ▪ Contact information ▪ Main Features ▪ Financial and commercial data
Imports / non-local actors	<ul style="list-style-type: none"> ▪ Volume ▪ Share (%) in total supply ▪ Volume evolution over the last 3 years ▪ Future import volume estimates 	Origin of imports	Country of origin (ranked))
		Competitor Classification	Direct competitors Indirect competitors

Objectives & Purpose of Sectoral Studies

✓ Sector Study Content:

2. Products of the sector

- The company is **interested** in **products marketed** on target **market** to **compare** the **current offer** with its **own**

Components of the Offer	Contents	Useful Information
Products	<ul style="list-style-type: none"> ▪ Substitute products ▪ Complementary products ▪ Components of the products <ul style="list-style-type: none"> ▪ Level of quality 	<ul style="list-style-type: none"> ▪ Labeling ▪ Met standards <ul style="list-style-type: none"> ▪ Labels ▪ Approvals ▪ Certifications <ul style="list-style-type: none"> ▪ Design ▪ Conditioning <ul style="list-style-type: none"> ▪ Packaging
Ranges	<ul style="list-style-type: none"> ▪ Dimension 	<ul style="list-style-type: none"> ▪ Length ▪ Width ▪ Depth
	<ul style="list-style-type: none"> ▪ Range level 	<ul style="list-style-type: none"> ▪ Entry level ▪ Midrange ▪ Top of the line

Objectives & Purpose of Sectoral Studies

✓ Sector Study Content:

2. Products of the sector

Components of the Offer	Contents	Useful Information
Brands	<ul style="list-style-type: none"> ▪ Importance ▪ Image of French / foreign brands ▪ Local protection ▪ Store brand weight 	<ul style="list-style-type: none"> ▪ Number of brands ▪ Brand structure ▪ Brand recognition ▪ Trademark filing procedure
Services	<ul style="list-style-type: none"> ▪ Product accompaniment ▪ After sales service 	<ul style="list-style-type: none"> ▪ Pre-sales training ▪ Home delivery ▪ Hardware installation ▪ Demonstration of the functioning <ul style="list-style-type: none"> ▪ Guarantees ▪ Troubleshooting

Objectives & Purpose of Sectoral Studies

✓ Sector Study Content:

- Useful **price information**
- The company needs to **know** the **level** of **prices** in the **target market** to see if it is **competitive**, taking into account any **additional costs** related to its **entry** into the market

Element to Study	Contents
Prices prevailing on the market	<ul style="list-style-type: none"> ■ Price range ■ Differences
Margin of intermediaries	<ul style="list-style-type: none"> ■ Agent's Margin ■ Margin of the importer ■ Margin of the wholesaler ■ Retailer margin
Tariffs and taxes	<ul style="list-style-type: none"> ■ Customs duties ■ Parafiscal taxes <ul style="list-style-type: none"> ■ VAT
Currencies	<ul style="list-style-type: none"> ■ Prices denominated in Euro ■ Prices denominated in a convertible currency

Objectives & Purpose of Sectoral Studies

✓ Sector Study Content:

2. The Demand

- The study of the demand makes it **possible** to **determine** the conditions of **acceptability** of the **product** by the **potential consumers** of the Country / Region concerned

Element to Study	Contents
Level of consumption and its evolution	<ul style="list-style-type: none"> ▪ Current consumption ▪ Future consumption ▪ Share of purchases of local products ▪ Share of purchases of imported products
Consumer profile	<ul style="list-style-type: none"> ▪ Total number of consumers <ul style="list-style-type: none"> ▪ Ages ▪ Sex ▪ Segmentation by income ▪ Demographic evolution ▪ Share of urban consumers
Purchasing power	<ul style="list-style-type: none"> ▪ Average salary ▪ Salary / wealth gaps ▪ Share revenue spent on product purchases <ul style="list-style-type: none"> ▪ Access to credit and debt level

Objectives & Purpose of Sectoral Studies

✓ Sector Study Content:

2. The Demand

- These data provide **information** on the **possibilities** and the **conditions** of **acquisition** of the **products** by the **customers** and inform on the **attractive segments**

Element	Contents
Motivations and brakes	<ul style="list-style-type: none"> Need <ul style="list-style-type: none"> Need Brand sensitivity Sensitivity to quality Taboos; types and origins Social class importance <ul style="list-style-type: none"> Likes
Buying behavior	<ul style="list-style-type: none"> Level of education Need informations Purchasing process External influences (religion, family)
Characteristics of consumption	<ul style="list-style-type: none"> Places of consumption <ul style="list-style-type: none"> Moments Types of products

Objectives & Purpose of Sectoral Studies

✓ Sector Study Content:

3. The **distribution**

- Knowledge of **distribution** in the **targeted sector** allows the company to make **marketing choices** based on **local business** and **regulatory habits**

Element	Contents
Characteristics of the distribution	<ul style="list-style-type: none"> ▪ Distribution structure ▪ Regulation
Distribution channels	<ul style="list-style-type: none"> ▪ Typology ▪ Length of the channels ▪ Evolution
Distribution intermediaries	<ul style="list-style-type: none"> ▪ Agents ▪ Importers ▪ Wholesalers ▪ Distributors ▪ Dealers

Objectives & Purpose of Sectoral Studies

✓ Sector Study Content:

- **Regulations**
- The regulation **determines** the **availability** of the company's **products** and **attractiveness** on the **market**

Regulatory aspects	Contents
Products	<ul style="list-style-type: none"> ▪ Standards ▪ Certifications products <ul style="list-style-type: none"> ▪ Quality symbols ▪ Labeling
Customs constraints	<ul style="list-style-type: none"> ▪ Documents ▪ Formalities ▪ Intermediaries ▪ Customs duties <ul style="list-style-type: none"> ▪ Taxes
Contracts	<ul style="list-style-type: none"> ▪ Guarantees ▪ Obligations of the seller ▪ Obligations of the buyer
Logistics	<ul style="list-style-type: none"> ▪ Insurance ▪ Intermediaries ▪ Precautions

Objectives & Purpose of Sectoral Studies

- ✓ Taking into Account of Sectoral Risks:
 - Sectoral **risks** relate to the **financial risks** that can be **detected** in companies in a sector (financial analysis)
 - To establish a sector **risk score**, **3** types of **measures** are combined

Types of Risks	Indicators
Vulnerability of the economy (sector risk exposure)	<ul style="list-style-type: none"> ▪ Price index ▪ Production costs ▪ Consumption ▪ investments ▪ Business failures
Financial strength of companies in the sector	<ul style="list-style-type: none"> ▪ Business revenue growth ▪ Business profitability ▪ Corporate solvency
Payment Experience on Short Term Payable Transactions	<ul style="list-style-type: none"> ▪ Evolution of late payments <ul style="list-style-type: none"> ▪ Payment period ▪ Causes of late payments



The Search for Information

✓ Ecosystem Relating to Information Processing:

1. **Methodology** of the documentary **research**

2. **Sources** of information

- Search **engines**
- The essential **databases**
- Library **catalogs**
- **Question** and **Answer** services

3. The **tools** to organize the information

4. **Evaluation** of information

5. Set up an information **watch**

Seuls les bibliothécaires aiment chercher,
tous les autres aiment trouver

Roy Tennant, Senior Program Officer, OCLC Research



The Search for Information

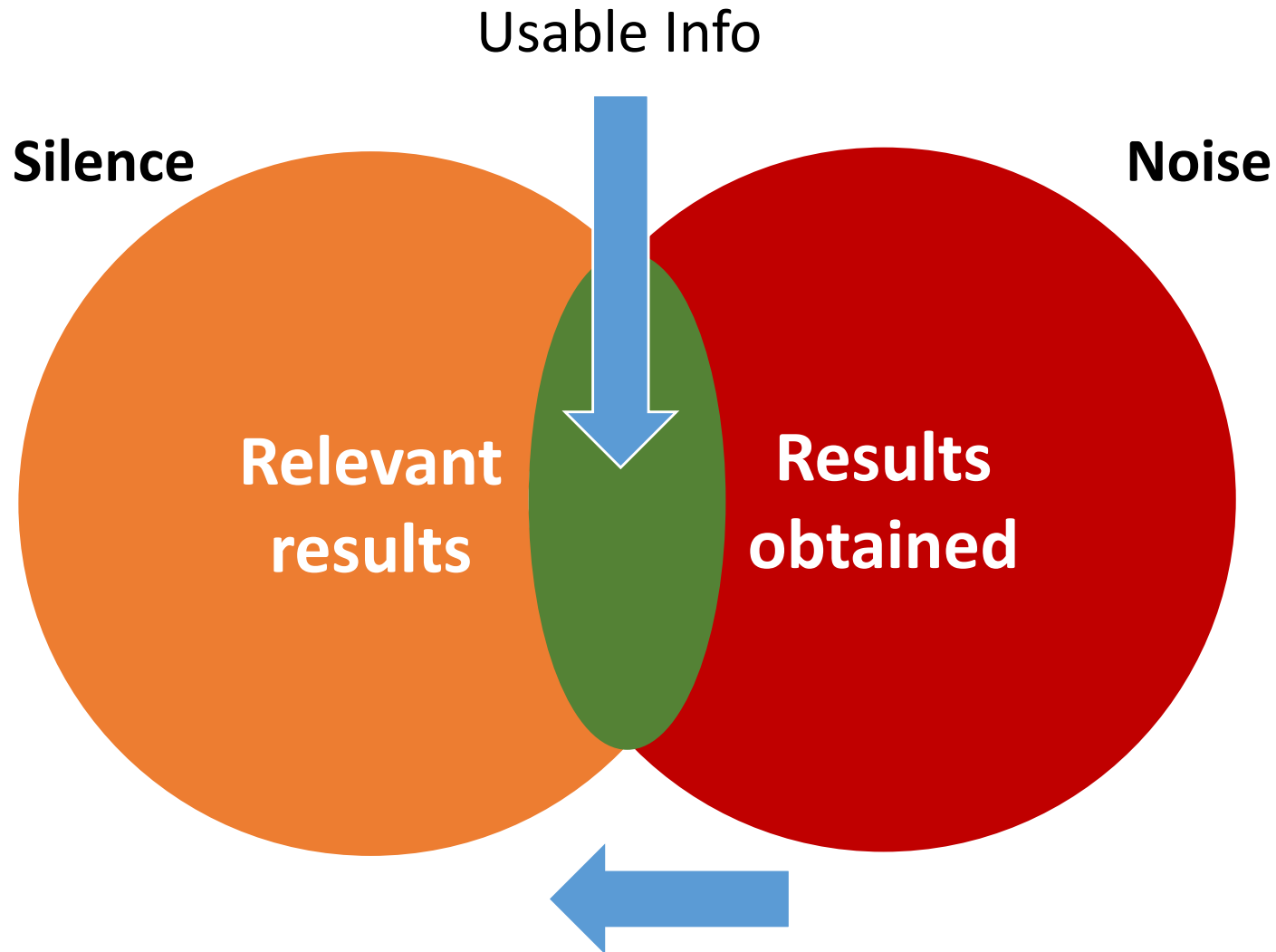
✓ "Main Street" Shortcuts Version:

A central photograph shows a young woman with glasses and earbuds lying on her stomach on a green lawn, using a silver laptop. Surrounding this central image are several logos for popular online services and search engines:

- WIKIPEDIA** The Free Encyclopedia (represented by a globe logo)
- YAHOO!** (purple logo)
- flickr™** (blue and pink logo)
- twitter** (blue bird logo)
- delicious** social bookmarking (blue and black logo)
- bing™** (blue logo)
- Facebook** (blue 'f' logo) with the text "Find us on Facebook"

The Search for Information

✓ Observation:



The Search for Information

✓ Methodology :

1. What exactly am I **looking for**?
2. Is the web the **fastest way** to get this information?
3. What is the **profile** of the applicant?
4. What is the **nature** of the information?
5. For what **purpose** is information sought?
6. What **tools** will I use?



The Search for Information

- ✓ Methodology :
 - Find all **terms, keywords** or **descriptors** that can be used
 - Search for general **definitions, synonyms**, related **terms** to **identify** your **keywords**
 - What is a **good keyword**?
 - A **precise term** (proper names, technical terms)
 - A **synthetic term** (prefer a single word to a paraphrase)
 - A **non-polysemic** and **non-ambiguous term** (which generates documentary noise)



RECHERCHE

?

Préférences de recherche ⌵

Interrogation
 parmi les termes
 dans les définitions et les notes

Terme qui ⌵

Langue d'interrogation ⌵

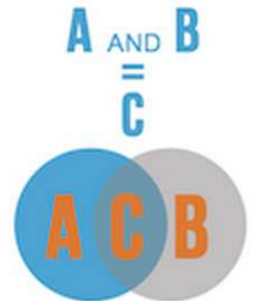
Domaine

The Search for Information

✓ Boolean Operators:

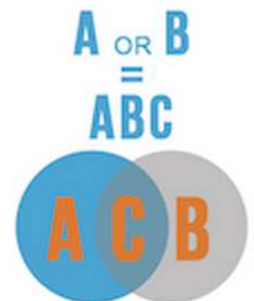
- **AND**: intersection operator used to combine 2 **complementary terms**

➤ **Restrict** search



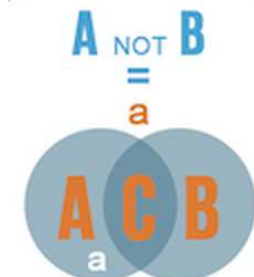
- **OR**: union operator used to define **equivalent terms**

➤ **Expand** search



- **NOT**: exclusion operator used to **exclude** a term from the search

➤ **Restrict** search



The Search for Information

✓ Truncation:

- Sometimes called "**wildcard**", "**mask**", "**wildcard**", truncation is **used** to **replace** one or more **letters** of a word (often represented by "*", or by "?")

Left truncation

Search from suffix

*

* phobe: -> technophobe, agrophobe ...

Truncation on the right

Search all words containing the same root or prefix

+

*

?

Franco *: -> francophone, francophonie, francophobe

Mask or central truncation

Replaces 1 or more characters in the word

?

#

francopho? e -> francophobe, francophone

On Google replaces a word in an expression

On Google *

"The 21st century will be * or will not be"

"The 21st century will be religious, spiritual, laic ... or will not be"

The Search for Information

- ✓ Evaluating Reliability of Sources:
 - **Anyone** can **publish** on the Internet
 - It is therefore **necessary** to **evaluate** the **information** before using it
 - A **quality site** is **written** by **recognized** and **credible authors** and is up-to-date
 - Some **principles**:
 - To exercise one's **critical sense** is useful for any occasion
 - Preliminary questions help establish **evaluation criteria**
 - Know how to **decipher domain** names tells about **nature** and **country** of origin
 - **3 questions** at least:
 1. Is the site **reliable**?
 2. Is the information **interesting**?
 3. Is that what I was **looking for**?





**KEEP
CALM
AND LET
MARKETING
HANDLE IT**

The end