

The fundamentals of establishing an in-house market intelligence capability

1
S
Sponsor



Senior level commitment and engagement in the intelligence process is vitally important for success. A senior leader needs to act as executive sponsor

2
Sc
Scope



Requirements for market intelligence (MI) documented to act as the design blueprint. This also helps create the milestones for a roll out aligned to priorities

3
I
Identity



The MI capability needs an identity that then forms the basis of the communications strategy

4
P
Process



Collection, storage, analysis and sharing of intelligence. Intelligence sources defined. News, research, field intelligence all systematically collected

5
D
Deliverables



Regular programme of deliverables . E.g. Intelligence newsletters, special market reports, competitor profiles, MI events

6
O
Organisation



An MI network created across the organisation. MI champions in key business areas. The foundations for a culture of intelligence sharing