

Course No. 1319

Competitive Strategy & Business Analysis Training Course

**STRATEGIC MANAGEMENT & CORPORATE STRATEGY
BUSINESS, MANAGEMENT & LEADERSHIP**

DURATION

5 Days

DELIVERY

Classroom



Course Overview

The Competitive Strategy & Business Analysis Training Course is a comprehensive professional program designed to strengthen the strategic analysis, competitive assessment, and business decision-making capabilities of executives, managers, strategists, business analysts, and professionals. The course provides an integrated approach to understanding competitive environments, analyzing business performance, evaluating market opportunities, and developing strategic responses that support sustainable organizational performance.

Effective competitive strategy requires organizations to understand not only their own capabilities, resources, products, and services, but also customers, competitors, market forces, industry dynamics, technological developments, regulatory conditions, and emerging opportunities. This course provides participants with practical methodologies for conducting structured business analysis and transforming analytical findings into strategic decisions, competitive priorities, and actionable business initiatives.

The program covers essential areas of competitive strategy and business analysis, including industry analysis, competitive positioning, market analysis, customer analysis, business models, value propositions, organizational capabilities, competitor intelligence, strategic options, business performance analysis, strategic risk, and strategy implementation. Participants will explore established analytical frameworks while learning how to apply them to complex and changing business environments.

The Competitive Strategy & Business Analysis Training Course is suitable for government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, and large corporations. Through practical case studies, analytical exercises, competitive scenarios, and an integrated final workshop, participants will develop the ability to evaluate business environments, identify competitive opportunities and threats, strengthen strategic positioning, and support evidence-based management decisions.

Objectives

- Analyze industry structures, market conditions, customer expectations, competitive forces, and organizational capabilities during the course.
- Evaluate the organization's competitive position by assessing internal strengths, weaknesses,

capabilities, resources, and strategic gaps.

- Apply structured business analysis techniques to identify market opportunities, competitive threats, performance issues, and strategic priorities.
- Develop competitive strategy objectives aligned with organizational strategy, market conditions, customer requirements, and available capabilities.
- Evaluate competitors and their strategic positions to identify potential competitive advantages, vulnerabilities, and market opportunities.
- Assess business models, value propositions, customer segments, and revenue drivers to identify opportunities for strategic improvement.
- Design strategic alternatives based on market attractiveness, competitive positioning, organizational capabilities, resources, risks, and expected outcomes.
- Improve strategic decision-making by applying evidence-based business analysis and structured evaluation criteria.
- Develop practical responses to competitive threats, market changes, technological developments, and emerging business opportunities.
- Strengthen the alignment between competitive strategy, business performance, organizational resources, and strategic initiatives.
- Apply performance and market analysis techniques to monitor competitive positioning and identify emerging strategic issues.
- Prepare a practical competitive strategy and business analysis framework addressing a selected organizational challenge or opportunity.

Who Should Attend

The Competitive Strategy & Business Analysis Training Course is designed for executives, directors, senior managers, strategic planning managers, corporate strategy professionals, business development managers, business analysts, commercial managers, marketing managers, market intelligence specialists, investment professionals, operations managers, transformation leaders, and decision makers involved in strategic planning and business performance.

The course is particularly relevant to professionals working in government entities, ministries, public sector organizations, banks and financial institutions, oil and gas organizations, energy companies, industrial organizations, commercial enterprises, and large corporations. It is also suitable for specialists working in strategy, business development, planning, marketing, sales, finance, investment, operations, risk management, research, innovation, and organizational transformation.

The program is appropriate for professionals who need to analyze competitive environments, assess business opportunities, evaluate organizational capabilities, support strategic decisions, develop business recommendations, or contribute to strategic initiatives. It is also valuable for managers preparing for broader strategic responsibilities and professionals seeking to strengthen their analytical and competitive strategy capabilities.

Learning Outcomes

- Analyze industry and market conditions using structured competitive and business analysis techniques.
- Evaluate organizational capabilities, resources, processes, products, services, and competitive positioning.
- Identify major competitive forces, market drivers, emerging opportunities, and potential threats.
- Assess competitors' strategies, capabilities, positioning, strengths, weaknesses, and likely responses.
- Analyze customer segments, customer needs, value propositions, and business drivers affecting competitive performance.
- Evaluate existing business models and identify opportunities for strategic improvement or innovation.
- Develop and compare alternative competitive strategies based on strategic fit, market attractiveness, resources, risks, and expected impact.
- Identify potential sources of competitive advantage and determine how they can be strengthened or protected.
- Apply business analysis to support strategic decisions related to markets, products, customers, resources, and investments.
- Develop strategic responses to competitive pressures, market disruption, technological change, and evolving customer requirements.
- Establish relevant performance and competitive indicators for monitoring strategic position and business results.
- Prepare and present an integrated competitive strategy and business analysis recommendation for a real or simulated organizational challenge.

Course Outline

DAY 01

Foundations of Competitive Strategy and Business Analysis

- Understanding competitive strategy and its role in organizational performance
- The relationship between corporate strategy, business strategy, competitive strategy, and operational execution
- Principles of strategic business analysis and evidence-based decision-making
- Assessing organizational vision, strategic direction, objectives, and business priorities
- Internal analysis of resources, capabilities, processes, products, services, and organizational strengths
- Identifying strategic gaps, organizational weaknesses, and capability constraints
- External business environment analysis and identification of market drivers
- Understanding industry structure, market dynamics, and competitive forces
- Identifying opportunities, threats, trends, and emerging business challenges
- Developing strategic questions and defining the scope of business analysis

PRACTICAL APPLICATION AND DISCUSSION

Conducting an initial competitive and business analysis for a selected organization, business unit, or market

DAY 02

Market Analysis, Customer Intelligence, and Competitive Positioning

- Understanding market structure, market attractiveness, and market development
- Analyzing customer segments, needs, behaviors, expectations, and purchasing drivers
- Customer value propositions and sources of customer value
- Identifying unmet customer needs and market gaps
- Assessing competitors, competitor strategies, capabilities, and market positions
- Competitor intelligence and structured competitive assessment
- Identifying competitor strengths, weaknesses, opportunities, and vulnerabilities

DAY 02 — CONTINUED

- Analyzing competitive intensity and potential market responses
- Developing competitive positioning and differentiation strategies
- Evaluating strategic market opportunities and growth potential
- Using market and competitive information to support management decisions

PRACTICAL APPLICATION AND DISCUSSION

Developing a market and competitor analysis and creating a competitive positioning assessment for a selected business

DAY 03

Business Models, Strategic Options, and Competitive Advantage

- Understanding business models and their role in competitive strategy
- Analyzing value creation, value delivery, and value capture
- Evaluating products, services, customer segments, channels, and revenue drivers
- Identifying strategic capabilities and sources of competitive advantage
- Assessing cost advantages, differentiation, specialization, and strategic positioning
- Evaluating business model strengths, weaknesses, and potential vulnerabilities
- Developing strategic alternatives based on market and organizational analysis
- Evaluating strategic options using feasibility, strategic fit, resources, risk, and expected impact
- Assessing opportunities for market development, product development, diversification, partnerships, and business model innovation
- Strategic trade-offs and opportunity cost considerations
- Selecting competitive strategies that align with organizational capabilities and market conditions

PRACTICAL APPLICATION AND DISCUSSION

Analyzing a business model and developing alternative competitive strategies for a selected organization

DAY 04

Strategy Execution, Performance Analysis, and Strategic Risk

- Translating competitive strategy into strategic initiatives and business priorities
- Developing implementation roadmaps for competitive strategies
- Aligning organizational resources and capabilities with strategic priorities
- Establishing accountability and ownership for strategic initiatives
- Monitoring competitive performance and strategic progress
- Developing competitive and business performance indicators
- Analyzing performance gaps and identifying causes of strategic underperformance
- Identifying strategic, market, financial, operational, technological, and regulatory risks
- Developing responses to competitive threats and changing market conditions
- Managing strategic change and organizational adaptation
- Strengthening cross-functional coordination during strategy execution

PRACTICAL APPLICATION AND DISCUSSION

Developing a competitive strategy execution plan with initiatives, responsibilities, performance indicators, risks, and corrective actions

DAY 05

Integrated Competitive Strategy and Business Analysis Workshop

- Reviewing the complete competitive strategy and business analysis process
- Integrating internal analysis, external analysis, market intelligence, competitor analysis, and business performance
- Evaluating competitive alternatives and selecting strategic priorities
- Developing a structured competitive strategy for a business unit or organization
- Aligning strategic priorities with organizational resources, capabilities, and operating requirements
- Identifying critical success factors and strategic dependencies
- Developing competitive monitoring mechanisms and early-warning indicators
- Establishing strategic performance measures and management review mechanisms

DAY 05 — CONTINUED

- Communicating competitive analysis and strategic recommendations to senior management
- Managing strategic uncertainty and preparing responses to changing competitive conditions
- Developing an actionable strategic implementation roadmap

FINAL WORKSHOP, ACTION PLAN, OR IMPLEMENTATION EXERCISE

Preparing and presenting an integrated Competitive Strategy & Business Analysis framework covering market analysis, competitor intelligence, organizational capabilities, competitive positioning, strategic alternatives, risks, performance indicators, initiatives, and implementation priorities

Register or Request More Information

Course page: <https://quest-training.com/courses/competitive-strategy-business-analysis-training-course>

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