

Project Summary

e-Services and e-Commerce Analysis

Global Services Marketing Group, a worldwide services division of \$42 billion IT corporation

Client Problem

Marketing group seeks to develop successful e-Services and e-Commerce strategies.

BVI Approach: Market and Competitor Analysis

Examined current e-Services and e-Commerce markets to develop:

- ▼ Key competitor profiles, identifying e-business strategy and market positioning, web-enabled services and e-business-related investments
- ▼ Comparisons identifying client vs. competitor positioning with mutual strategic alliance partners
- ▼ Key competitors' service maps, detailing current service portfolios and highlighting e-business capabilities

Results

- ▼ Gaps in e-services strategy identified
- ▼ Competitors' risks defined and key competitor-watch areas identified
- ▼ Strategic alliance partners offering distinct market differentiators identified

The discussion was interactive and well-attended. As a result of sharing the BVI analysis results with our team, we identified competitive positioning gaps in discrete focus areas and developed action items to address immediately.

- Marketing Manager, Global Services Business Unit