



Competitive Intelligence in Chemosvit a.s.

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Conference on Professional Information Resources
*for Business, Marketing, Competitive Intelligence and
Knowledge Management*
Prague 6, Diplomat Hotel, 5.-6. February 2008

Agenda

- ❖ **Characteristics of Competitive Intelligence (CI)**
 - Definition
 - Relationship of CI to other Forms of Intelligence
 - CI Cycle
 - Functions of CI in the Enterprise
- ❖ **Competitive Intelligence in Chemosvit**



Agenda

- ❖ **Characteristics of Competitive Intelligence**
- ❖ Competitive Intelligence in Chemosvit



Definition of Competitive Intelligence

- ❖ *“CI is a dynamic business discipline for gathering, analysing, communication and managing of knowledge about business environment, and for comprehension of CI in the company strategy to ensure and sustain the competitive advantage.”*

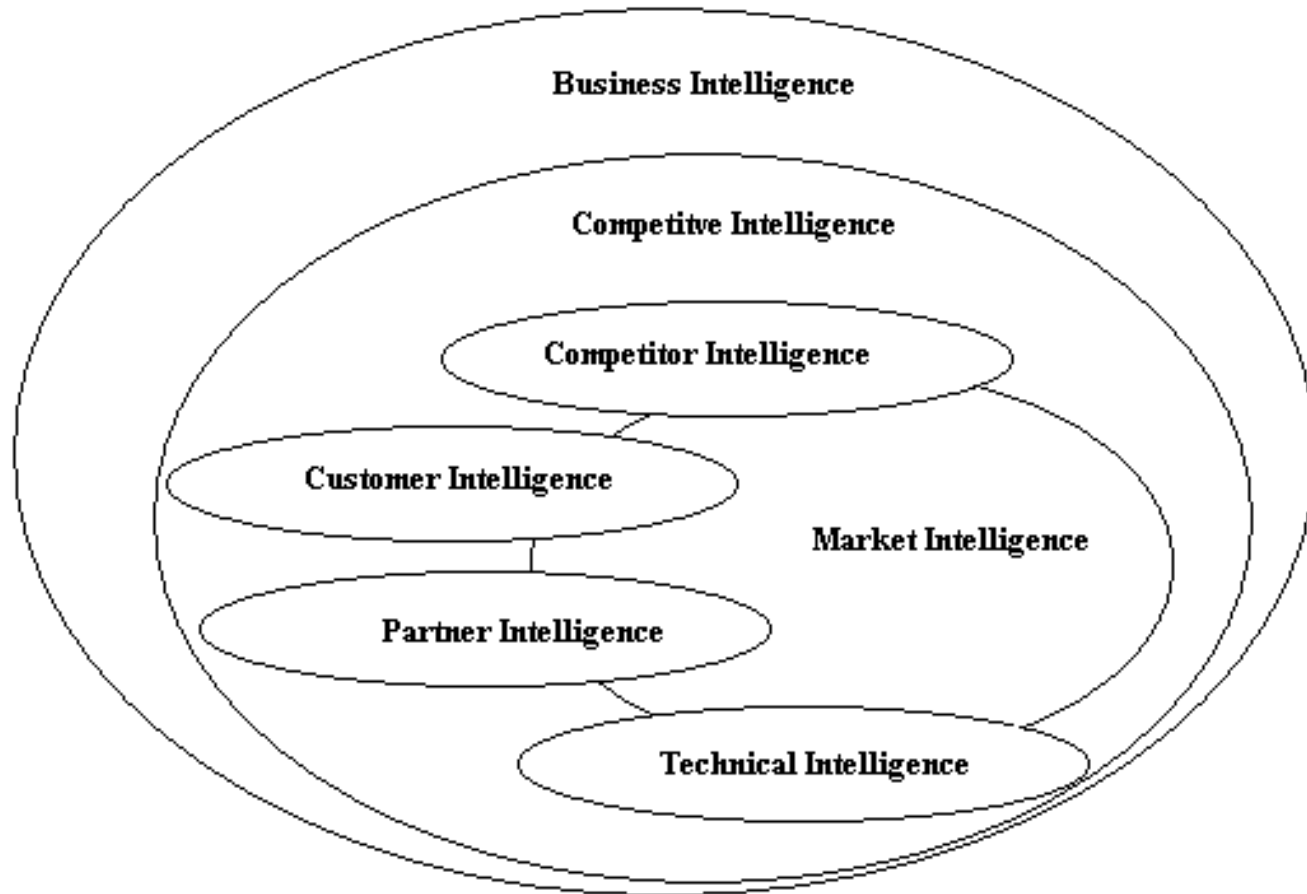
Bill Weber, former CEO of SCIP



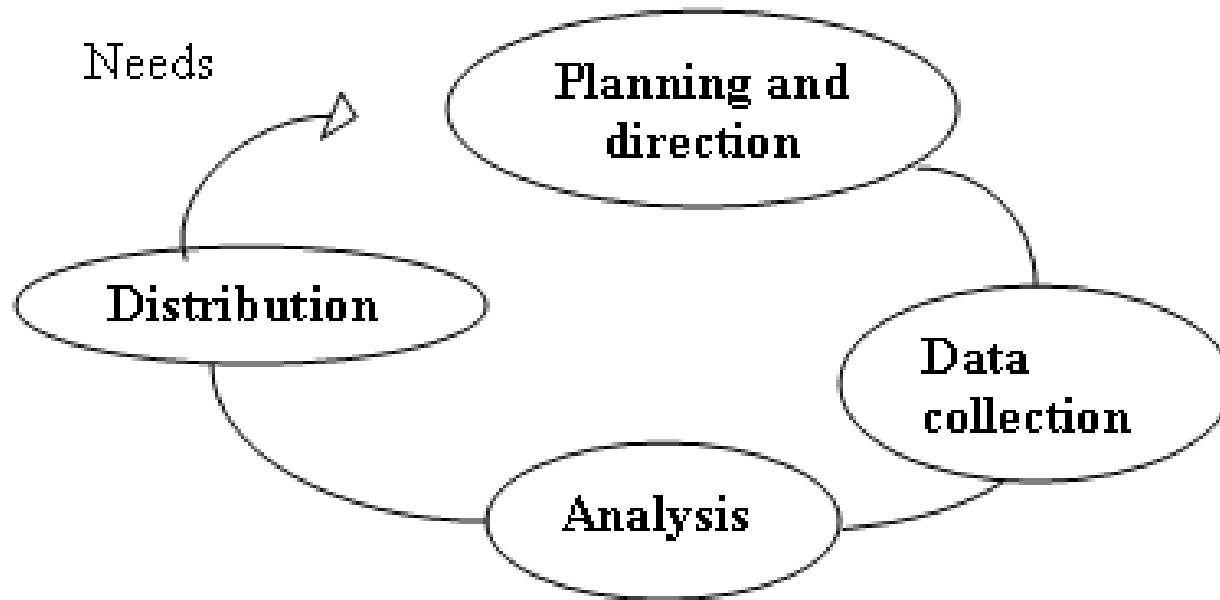
Definition of Competitive Intelligence, cont.

- ❖ According to Leonard Fuld:
 - Information that has been analysed to the point where you can make a decision
 - A tool to alert management to early warning of both threats and opportunities
 - A means to deliver reasonable assessments
 - The way of life of organization, a continuous process
 - A part of best-in-class companies
 - Directed from the executive suite
 - Ability to see outside your own company
 - Both long- and short-term processes

Relationship of CI to other Forms of Intelligence



Cycle of Competitive Intelligence



Functions of CI in the Enterprise

- ❖ To know the biggest competitors in the market, to monitor their steps and market changes
- ❖ To look for the weaknesses of competitors and to indicate ways to threaten them
- ❖ To identify weaknesses of the own company which the competitors may use; to recommend the steps and moves to eliminate them
- ❖ Early warning of top management about the growing threats that can endanger the company position



Agenda

- ❖ Characteristics of Competitive Intelligence
- ❖ **Competitive Intelligence in Chemosvit**

Chemosvit

Organizational structure



Strategic Information
Department (SID)

FILMS

- SVK
- Ukraine
- India

PACKAGING

- SVK
- CZ
- Ukraine
- Russia

FIBRES

- SVK

MACHINERY

- SVK
- Ukraine

PLASTICS

- SVK
- Ukraine



Main CI Activities in Chemosvit

- ❖ Monitoring of actual activities and strategies of the competitors
- ❖ Monitoring of customers and suppliers
- ❖ Back-up for strategy building and trends prediction
- ❖ Back-up for marketing and sales promotion
- ❖ Protection and use of intellectual property
- ❖ Continuous information sending to the top management about market environment



CI Cycle in Chemosvit

Planning and Direction

- ❖ Regular consultative meetings of top management and SID manager to regulate CI activities pursuant to the actual needs
- ❖ Management of day-to-day activities, setting the way of monitoring the external environment, gathering, sorting and saving information
- ❖ Managing of activities following actual needs - expert's reports and background researches



CI Cycle in Chemosvit

Data Collection

- ❖ **Primary sources** – direct information from the company operating on the market
 - Interview
 - Communication with employees from other departments
 - Conferences, exhibitions, seminars

- ❖ **Secondary sources** - monitoring of public resources
 - Internet
 - Printed newspapers and magazines
 - Company literature
 - Credit databases
 - Paid studies
 - Studies from the past
 - Presentations and materials from seminars, exhibitions, conferences



CI Cycle in Chemosvit

Sorting and Saving of Information

- ❖ Library - printed studies, newsletters, magazines, standards, laws, expert's and company literature, special literature e.g. conference books, audits, but also student's degree works elaborated in Chemosvit Group
- ❖ Intranet - electronic storage of information in selected sections e.g. Critical information, Curiosities from packaging market, Materials from conferences, seminars and exhibitions, Chemosvit in the press, company profiles, studies, electronic magazines, monthly press monitoring and reports on news of flexible films market made by SID staff



CI Cycle in Chemosvit Analysis

- ❖ Reliable methods - SWOT, Porter's Five Forces
- ❖ Comparison of Chemosvit and its competitors, searching for strengths and weaknesses
- ❖ Recommendations of how to use opportunities and how to eliminate threats on the market
- ❖ Predictions of eventual market trends



CI Cycle in Chemosvit Distribution

- ❖ Supply of analysis results in a customer-convenient form in a due time
- ❖ Delivery of reports and information to the end-user: personally, via e-mail, PowerPoint presentation, personal discussion, meeting
- ❖ SID publications: - Express information
- Informobal

A vertical decorative graphic on the left side of the slide, rendered in shades of blue. It features a brain at the top, a CD-ROM in the middle, and a keyboard at the bottom, all within a curved, abstract frame.

***Thank you
for your attention***

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