Structure and organisation of our market analysis

Conclusion and Definition of further points of action

SWOT Analysis		Realistic Potentials	
Structure of the target market	environmental factors	Chances / Dangers	Synergy potential
	development / potential	Possible Cooperation	
	demography, customer behaviour	Influence factors / multiplication	
Products and target markets		Products and target markets	
Marketing / types of distribution		Action / Organisation	

Analysis of the marketing system

Acquisition Management	IT Integration	Warehouse	Despatch Preparation	Transport	Distribution Logistics	Industry Logistics	Return Logistics

Analysis of the Value Creation Chain (example of logistics)

Direct Competitors	Indirect Competitors	Potential Competitors	Sales Agent	Supplier	Affects (Organisation, e.g..)

Role of the competitor

Role of Market Participant