SBS Ltd
Strategy • Systems • Success

CLIENT SERVICE OVERVIEW



Market Intelligence Sprint

From fragmented market information to a clear management decision.

FIXED PROFESSIONAL FEE
£1,250

TYPICAL DELIVERY
7–10
working days

BEST FOR
Management teams making a market-entry, positioning, pricing or growth decision

PRIMARY OUTCOME
Decision-grade market intelligence with prioritised commercial recommendations

The client question

> *"What is really happening in this market, where are the commercially attractive opportunities, how should we position ourselves and what should we do next?"*



What this sprint delivers

Defined commercial question
One clearly defined market question and decision context, including your objectives, scope and key assumptions.

Market definition and outlook
Market definition, available size and outlook evidence, and the key trends shaping the market.

Customer segmentation
Customer segments and requirements analysis, including buying criteria and unmet needs.

Competitor analysis
Structured comparison of approximately 8–15 commercially relevant competitors.

Positioning and pricing signals
Analysis of positioning and public pricing/packaging where evidence permits.

Route-to-market assessment
Assessment of routes to market, partner and channel options.

Market Opportunity Map
Segment × need × proposition × opportunity to highlight the most attractive areas.

Prioritised recommendations
Clear, evidence-based recommendations and practical next actions, including an executive report and 60-minute online management read-out plus an evidence and source register.

How SBS works

1. **Define the decision context**
   Clarify the market question, objectives, scope and key assumptions.
2. **Gather and validate evidence**
   Research a broad range of sources and validate key findings for relevance and reliability.
3. **Analyse customers, competitors and routes to market**
   Develop insights on customer needs, competitor positioning and viable routes to market.
4. **Prioritise recommendations and next actions**
   Synthesize findings, highlight the biggest opportunities and provide a clear set of next steps.

Suitable when

- ✓ You are considering entering or expanding in a market
- ✓ You are launching or repositioning a service or proposition
- ✓ You need to understand competitors, pricing and customer requirements
- ✓ Management needs an independent challenge to an opportunity thesis

Standard exclusions

- × No primary surveys, focus groups or commissioned interviews unless separately agreed
- × No material paid proprietary datasets
- × Not full commercial, financial, legal or technical due diligence
- × Not a comprehensive prospect/contact database
- × Implementation of recommendations is excluded