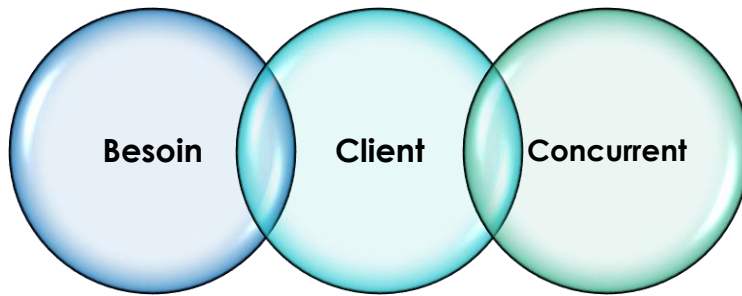


Market analysis

Key Market Elements



A market is defined by three main elements:

- Need: the problem or desire that consumers want to satisfy.
- Customer: the person or group who experiences the need and is willing to pay for a solution.
- Competitor: other businesses that offer similar or substitute solutions.

The intersection of these three elements represents the target market, where a company can meet a real need for a specific customer better than its competitors.

1. Market definition:

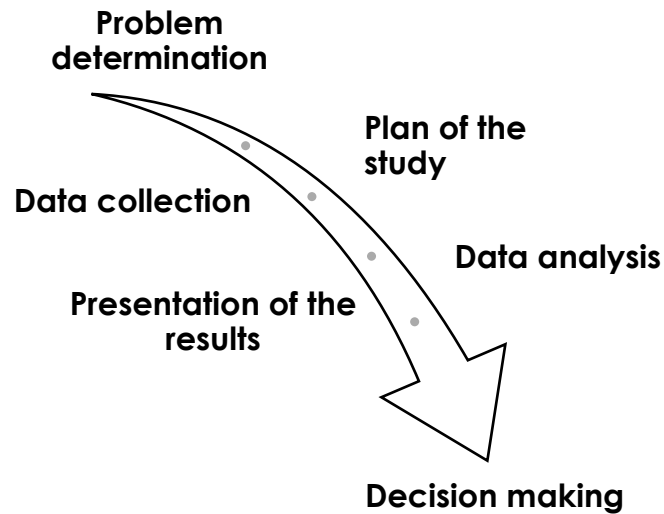
A market is a place where the seller's supply and the buyer's demand meet concerning a product or service.

2. Why conduct a market analysis?

To answer key questions such as:

- Does the market allow the entry of a new company?
- How can we capture competitors' market shares?
- What is the added value of our products or services?
- Which market segment expresses a need for our products or services?

3. How to conduct a market analysis?



4. Clients

In market analysis, clients (or customers) are the individuals or organizations who express a need and are willing to purchase a product or service to satisfy it.

There are usually two main types of clients: Final consumers (B2C), Business clients (B2B).

In market analysis, understanding clients means studying:

- Who they are (age, income, profession, lifestyle, company size)
- What they need
- How they buy (channels, frequency, decision criteria)
- Why they choose one offer over another.

5. Competitors

In market analysis, competitors are the other companies that offer the same or similar products or services to satisfy the same customer needs.

There are two main types of competitors:

Direct competitors: offer the same product or service.

Indirect competitors: offer alternative or substitute solutions to meet the same need.

In market analysis, studying competitors means identifying:

- Who they are (main players in the market)
- Their strengths and weaknesses
- Their prices, marketing, and positioning
- Their market share and reputation.