



BIL *MARKETSHOCK*

A tailored market forces
intelligence service

Market shock - Defined



- A disruption of market equilibrium (that is, a market adjustment) caused by a change in a demand determinant (and a shift of the demand curve) or a change in a supply determinant (and a shift of the supply curve). A market shock can take one of four forms- a demand increase, demand decrease, supply increase, or supply decrease. An increase is seen as a rightward shift of either curve and results in an increase in equilibrium quantity. A decrease is a leftward shift of either curve and results in a decrease in equilibrium quantity. However, a change in demand results in price and quantity to change in the same direction, while a change in supply causes equilibrium price to move the opposite direction as quantity.

Source - <http://glossary.econguru.com/>

The 'product'



- ***Set up stage (one day)***
 - ***Identify and agree:-***
 - ***Key competitors***
 - ***Market definition***
 - ***Key suppliers***
 - ***Key customer groups, prospects, target sectors and geographic reach***

The 'product'



- ***Deliverables***
 - ***Monthly short report by email containing the following data:-***
 - ***Competitive marketing activity***
 - ***New and potential market entrants***
 - ***Macro environment trends and possible impact – PESTER (Political, Economic, Socio-cultural, Technological, Environmental, Regulatory)***

The 'product'



- ***Deliverables***
 - ***Monthly short report by email containing the following data:-***
 - ***Buyer behaviour changes***
 - ***Supplier activities and changes***
 - ***Identification of potential substitute products or services***

Features and Benefits



FEATURES

- Set up stage
- BIL scans your market and external environment on your behalf

BENEFITS

- Provides a clear focus on what and where your market is and which competitors are important
- It gets done. You don't have to worry about monitoring the external forces so you can focus on delivering profitable sales

Features and Benefits



FEATURES

- Monthly short report in consistent format
- Executive summary with recommendations
- Cost effective

BENEFITS

- **Actionable** information when you need it
- BIL advises you on what adjustments or changes need to be made to your existing plans and/ or strategies
- Making your marketing work

The numbers



- ***Price***

- Set up – one off charge - £
- 1 year minimum contract - £
- Payable monthly at - £

Why BIL?



- Experienced research provider
- Steve Bax, MD, is a lead tutor at Cambridge Marketing Colleges and lectures at Post Graduate, Professional Diploma and Certificate levels on CIM programmes
- Experienced in delivering strategies and marketing plans that work for a range of organisations and sectors in the Cambridge area

A SELECTION OF BIL CLIENTS

