

Finding competitive business information in six steps

There are six key steps to keep in mind for finding competitive information for business. The steps bring together elements of the searcher's professional interest as a specialist in their field, research know-how, knowledge management and networking.

One: Keep in touch with your market

Insightful specialists and organisations are in touch with what is happening in their market.

Two: Refine the research parameters

Journalists use the 'who, when, what, where, why and how' approach to get to their story. A similar approach is useful as a starting point for narrowing down vague or broad research requests.

Three: Think about who cares

Before you start throwing words into Google, think about which sources are the most likely to have reliable information on the topic you are researching.

Four: Talk to your contacts

When you are looking for competitive business information, a good network of connections is invaluable.

Five: Build on your organisation's knowledge

Take advantage of the extensive repository of knowledge and unique insight that your organisation or client base has developed over many years.

Six: Use directions to the right path

With many information requests, there are quite often one or two points that direct the research path you take.

FUMSI Report – Folio on Competitive Intelligence

Heather's article, *Finding competitive business information in six steps*, has been published in the latest FUMSI Report – *Folio on Competitive Intelligence*, along with:

- Key to Research Success: Asking the Right Questions, by Jane John
- Finding Competitive Business Information in Six Steps, by Heather Carine
- If They Only Knew: Finding Competitive Intelligence from the Websites of Your Competitors and Their Friends, by Arthur Weiss
- Filling in the Gaps: Company Intelligence Beyond the Corporate Website, by Sarah Hinton
- People Information: Finding Accurate, Authoritative and Well Organised Data, by Donna Fryer
- Finding Competitive Information for Growing Companies, by Christine Hamilton-Pennell

For further details, please see: <http://web.fumsi.com/go/report/find/1305> .