Business Innovation Programme - Client Form

<table>
<thead>
<tr>
<th>Organisation Name:</th>
<th>xxxx is a rapidly growing cloud-based technology company, specialising in conference calls, premium remote meetings and web and video services.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Sector:</td>
<td></td>
</tr>
<tr>
<td>Contact Name:</td>
<td></td>
</tr>
<tr>
<td>Telephone Number:</td>
<td></td>
</tr>
<tr>
<td>E-mail Address:</td>
<td></td>
</tr>
<tr>
<td>Website:</td>
<td></td>
</tr>
</tbody>
</table>

**Briefly describe your organisation:**

**Please detail below the business issue or need you would like a team of students to address.** To ensure your project is suitable for the Business Innovation Programme, please refer to the programme handbook.

**Project Title:** Competitor analysis

**Background:**

Just as we are investing in our technology, so too are our competitors. As we get ready to launch the new version of our service we need to understand how we can clearly differentiate ourselves in a competitive marketplace

**Business Issue or need:**

We have invested heavily in our technology and are about to launch a new version of our service. However, we need an up-to-date view of our competition to:

1. Identify the competition’s strengths and weaknesses, and how we compare
2. Identify threats and opportunities for the future
3. Provide recommendations for developing effective competitive market positioning and differentiation
4. Provide recommendations for potential future technological developments
Project Aims:

1. Complete an in-depth features and marketing positioning analysis on us vs. our competitors
2. Collate the analysis and rate us vs. our competitors using our proposed framework
3. From the analysis, identify the strengths, weaknesses, threats and opportunities for xxxx
4. From points 1 – 3:
   a. Recommend effective competitive marketing positioning and the benefits for each of these
   b. Recommend potential technological developments and the benefits for each of these

Please return to employ@southampton.ac.uk