

TRAINING FOR MARKET ANALYSIS

- Strategic Vendor Management



ABOUT US

Welcome to Pertecnica, your gateway to skill elevation! We specialize in providing targeted training for employees, equipping them with the tools to excel in their roles. Our expert-led programs ensure a seamless blend of theory and practical application, fostering continuous growth. At Pertecnica, we don't just train; we empower professionals for success in today's fast-paced work landscape.



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SPECIALIZED TRAINING PROGRAMS

- for Market analysis

Pertecnica Engineering leads the forefront of India's employee training institutes, specializing in comprehensive market analysis and research training. Our dedicated services in this realm are meticulously crafted to equip professionals with the skills to navigate complex market dynamics. Through immersive workshops and hands-on modules, we cover market trends, competitor analysis, consumer behavior, and data interpretation techniques.

Employee Trainings for Market analysis

Introduction to Market Analysis:

- Understanding the significance of market analysis in business strategy.

Market Research Methodologies:

- Techniques for conducting primary and secondary market research.

Consumer Behavior Analysis:

- Understanding consumer motivations and decision-making processes.

Competitor Analysis Techniques:

- Tools and frameworks to analyze and evaluate competitors.

Data Collection and Analysis:

- Methods for collecting and interpreting market data effectively.

Segmentation and Targeting Strategies:

- Identifying and targeting specific market segments.



- **Trend Analysis and Forecasting:** Analyzing trends and forecasting future market movements.
- **Market Entry Strategies:** Evaluating entry strategies for new markets or products.
- **Market Positioning Strategies:** Strategies to position products effectively in the market.
- **SWOT Analysis in Market Research:** Using SWOT analysis for comprehensive market assessment.
- **Market Survey Design and Execution:** Designing surveys and executing market surveys effectively.
- **Qualitative Research Techniques:** Conducting focus groups and qualitative market research.



- **Quantitative Research Methods:** Understanding and applying statistical tools in market analysis.
- **Market Mapping and Analysis Tools:** Utilizing mapping tools for market analysis.
- **Understanding Market Dynamics:** Factors influencing market changes and dynamics.
- **Market Share Analysis:** Techniques to measure and analyze market share.
- **Brand Perception Analysis:** Evaluating consumer perception of brands in the market.
- **Price Sensitivity and Elasticity:** Understanding consumer response to price changes.

- **Strategic Market Planning**: Creating actionable market plans based on analysis.
- **Digital Marketing Analytics**: Using analytics tools for digital marketing insights.
- **Global Market Analysis**: Understanding global market trends and opportunities.
- **Channel Analysis and Distribution**: Analyzing market channels and distribution strategies.
- **Ethnographic Research Techniques**: Conducting observational market research.
- **Market Intelligence and Reporting**: Developing market intelligence reports for decision-making.



- **Market Research Ethics and Compliance**: Understanding ethical considerations in market research.
- **Market Analysis for Product Development**: Using market analysis to drive product development.
- **Risk Analysis in Market Research**: Identifying and mitigating risks in market analysis.
- **Market Evaluation Metrics and Dashboards**: Creating metrics and dashboards for market evaluation.
- **Market Research for Business Growth Strategies**: Aligning market analysis with business growth plans.
- **Emerging Trends and Innovations in Market Analysis**: Staying updated on the latest trends and innovations in market research methodologies.



Why Choose Pertecnica Engineering?

- **Expertise & Relevant Experience:** We have in-depth expertise in the specific subject matter and relevant industry experience. This ensures that the training is not only theoretically sound but also practically applicable to real-world scenarios in the company's specific field.
- **Customization and Relevance of Content:** Our tailored programs that align with the company's objectives, culture, and the specific skill gaps of the employees are highly valued.
- **Measurable Outcomes and ROI:** Our training will lead to tangible improvements in employee performance and productivity, thereby offering a strong return on investment (ROI).
- **Flexibility & Innovative Delivery Methods:** Flexibility in terms of scheduling, format (in-person, online, hybrid), and adaptability to different learning styles. We offer innovative and engaging training methods that keep employees motivated and facilitate effective learning.

