

Competitive Intelligence in the Egyptian Real Estate Sector

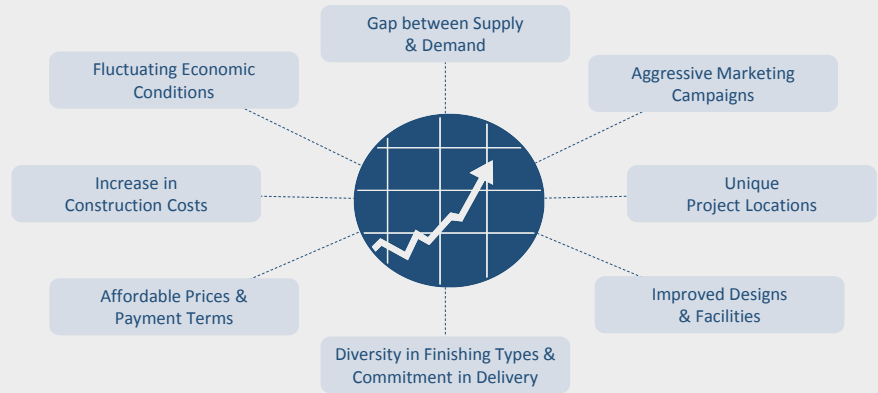
Introduction

The Egyptian Real Estate market is witnessing intense competition between the investment companies related to huge tenders and contracts for the implementation of a wide range of projects. In a highly competitive market with shifting trends and economic obstacles, Real Estate developers need to have a clear and detailed picture on competitive developments in the market. Moreover, the gap between what companies are spending and what they are getting, rises from the combination of not understanding what is possible and not seeing the potential opportunities

Competitive Intelligence Evolution

Competition

Given the fierce competition between developers in the real estate sector, ...



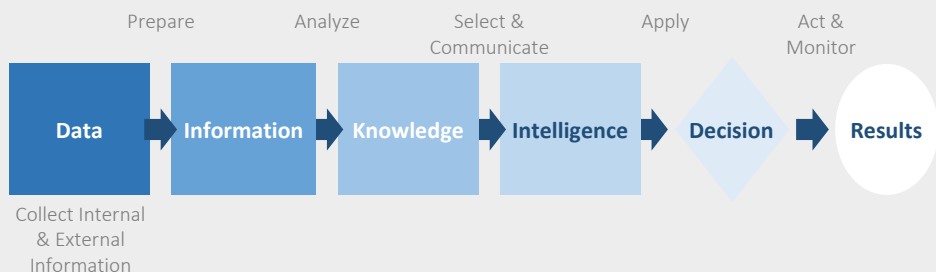
Forced Reaction

... a severe need for differentiation and gaining unique competitive advantages was created, ...

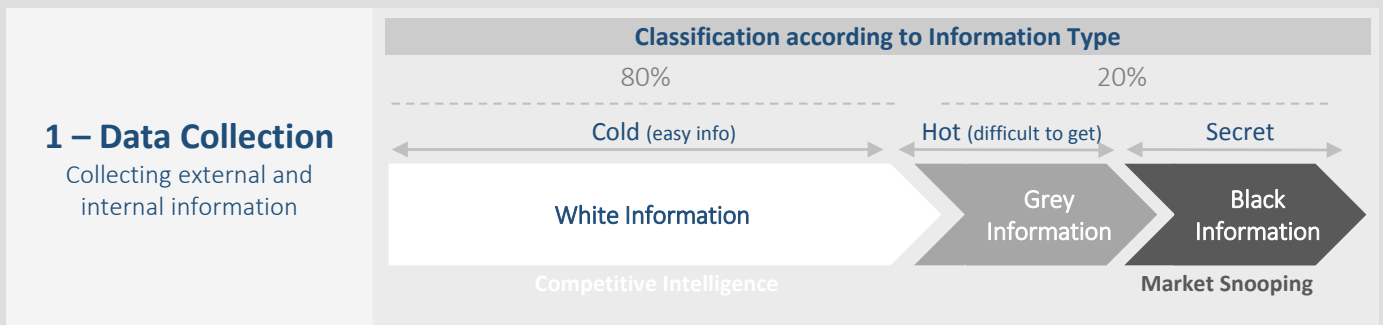
Track Competitors Activity Tracking the activity of their direct and indirect competitors in a range of fields	General Business Activity	Business Development	Strategy & Tactics
	Market Penetration	Patent Registration	Research Activity
Acquire Updated Data Acquiring updated data about the market to ensure sound performance and sustainable	Spot Market Opportunities	Understand Market Trends	
	Setting Overall Strategy	Taking Well Informed Decisions	
Develop Action Plans Developing strategies to be differentiated from competitors	Predict their Next Actions	Exploit their Weakness	Undermine their Strength
	Blow-up Threats Against Them	Undercut their Opportunities	

Competitive Intelligence

... calling for the utilization of competitive intelligence.

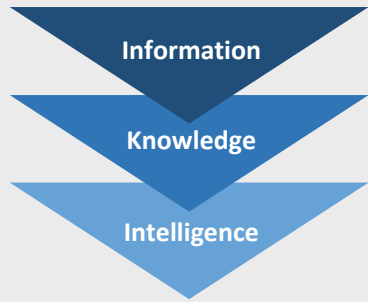


Competitive Intelligence Process



1 – Data Collection
Collecting external and internal information

2- Analysis
Information is analyzed to generate knowledge that communicate intelligence



Information is prepared after the data collection phase in order to be analyzed

After analyzing the gathered information, important and reliable knowledge is generated to be utilized

The utilized knowledge results in gaining competitive intelligence which helps developers to make differentiated outcome

3- Decision
Competitive intelligence is applied on decisions

- Competitive Intelligence Support Crucial Decisions**
- Corporate or Business Strategy
 - Sales or Business Development
 - Market Entry Decisions
 - Product Development
 - Research & Development (R&D) / Technology Decisions
 - Mergers & Acquisitions (M&A) Decisions
 - Due Diligence
 - Joint Venture Decisions
 - Regulatory/Legal Responses

4- Results
Competitive intelligence is the bridge between information & action



As a result for the low demand due to economic obstacles the real estate market faces recently, and high competition; developers should differentiate their products, sales strategies and marketing campaigns through applying state of art real estate tactics and techniques. Here, CBC Advantage guarantees agile solutions with innovative outcome for each project supplying a 360-degree view of the most important business metrics and KPIs in one place and in real time