

Competitive Intelligence

By Wayne Kucina, GeoWize

With Competitive Intelligence, there are three big questions:

1. Who are my competitors?
2. _____
3. _____

The most common source of business data comes from

1. US Census Bureau
2. _____
3. Hoovers
4. _____

Higher quality data can often be purchased from specific sources such as

_____.

There are two main classification systems:

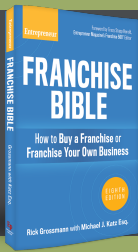
1. SIC
2. _____

Another useful category of businesses is _____ businesses.



Wayne Kucina founded GeoWize, a business location intelligence company designed to help small and middle-sized businesses get the same competitive advantage as much bigger companies. He's provided GIS services for Target, Big-O Tires, US West, and other national and international companies and franchises.

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“Hybrid” businesses are both _____ and _____.

The power of the Supply and Demand video is that it quickly identifies

_____.

The "Gap" is a quick view into how much of the market is or is not available for

_____.

The Red Gap number indicates that there is more supply than _____.

The Gap indicates how much of the market is available for _____.



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