

360° Market Radar

Service plans by business stage and client need

PLAN 1 | ENTREPRENEUR · VALIDATE YOUR IDEA

Target audience: Individuals or teams evaluating the launch of a business or a new product line who need to validate whether a real market opportunity exists before investing.

This plan first addresses the fundamental question for any venture: is there a market and who is the customer. It combines market diagnosis, customer and demand analysis to provide a solid validation foundation before launch.

1. Market diagnosis

- Definition of the relevant market and its segments.
- Description of the sector structure.
- Estimation of market size, evolution, and potential, where available information allows.
- Identification of trends, demand drivers, and relevant changes.
- Detection of opportunities and unmet needs.

2. Customer and demand analysis

- Identification of priority customer segments.
- Target customer profile: characteristics, needs, habits, and purchasing criteria.
- Analysis of the purchasing decision-making process.
- Identification of motivations, objections, and selection factors.
- Qualitative and/or quantitative validation through interviews, surveys, or available sources, according to the approved scope.

PLAN 2 | GROWTH · SCALE YOUR BUSINESS

Target audience: SMBs and established businesses seeking to scale, enter new channels, territories, or segments, and needing a data-backed commercial roadmap.

Designed for businesses that already know their customer but need to determine how to grow strategically: where to compete, how to position themselves against other players, and which risks to assess before scaling. Combines commercial analysis with risk and feasibility assessment.

1. Commercial analysis

- Review of price ranges and commercialization models.
- Identification of relevant sales and distribution channels.
- Assessment of priority territories, sectors, or niches.
- Recommendations for value proposition, differentiation, and commercial approach.
- For B2B projects: mapping of target accounts, attractive sectors, and prioritized firmographic profiles.

2. Risks and feasibility

- Identification of entry barriers and critical market conditions.
- Assessment of commercial, competitive, and operational risks.
- Analysis of key assumptions that must be validated before investing.
- Strategic recommendation on whether to proceed, adjust, prioritize, or postpone the initiative.

Target audience: Companies or professionals who need a focused and cost-effective view of the competition, without a comprehensive market assessment.

The most accessible option in the portfolio. For those who already know their market and customer and only need to monitor or compare the relevant players in the sector.

1. Competitive intelligence

- Identification of direct and indirect competitors.
- Review of products, services, and value propositions.
- Analysis of positioning, pricing, promotions, and sales channels.
- Assessment of digital presence, communications, and competitive differentiation.
- Comparative benchmarking of relevant players.
- Identification of strengths, weaknesses, threats, and areas of opportunity.

Note: the final scope of each plan may be adjusted according to the sector, information availability, and the client's specific objectives.