**Economic Incentives Template for Horizontal Market Analysis - Template**

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| **1. Complete the form below for each indicator, describing market conditions specific to your organisation.** |

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| **Indicator** | **Explanation** | **Own Assessment** |
| **Market entry conditions** | What types of market entry barriers exist (i.e. large start-up costs, licensing & certification, etc)? | Click or tap here to enter text. |
| **Main competitors** | Who are the main competitors with very similar products, if they exist? Is the market highly concentrated? | Click or tap here to enter text. |
| **Potential competitors** | Who are potential future competitors and is it easy to integrate solutions with other products/services that already exist? Does competition from abroad exist? | Click or tap here to enter text. |
| **Behaviour of relevant competitors?** | What can be learnt from a competitors’ behaviour in the past (i.e. pricing strategy, innovation capacity, etc.)? | Click or tap here to enter text. |
| **What are the competitor's product strategies?** | What product strategy does the competitor or potential competitor employ (i.e. personalisation, customisation, product packaging)? | Click or tap here to enter text. |
| **Who generates the demand?** | Who are the main customers of the product/sevice: firms (i.e. large, SMEs, etc.), government, or consumers? | Click or tap here to enter text. |
| **How is the demand side segmented?** | How can similar groups of consumers be further clustered? Do some of them require the same products or services? | Click or tap here to enter text. |
| **What interdependencies between players exist?** | Are there any cooperations, supplier-demander relationships, marketing partnerships, etc. among the (potential) rivals which are relevant? | Click or tap here to enter text. |
| **Are products differentiated?** | Are the competitor's products differentiated, personalised, or tailored to customer needs? | Click or tap here to enter text. |
| **What types of prices are set?** | Are there specific price-setting schemes (such as fixed-fees, subscriptions, licensing-fees, personalised prices, etc.)? | Click or tap here to enter text. |

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| **2. Use the results of your own assessment to inform decisions relating to the launch of the product/service.** |