

COURSE OVERVIEW SS1185-3D
Market Intelligence

Course Title

Market Intelligence

Course Date/Venue

Session 1: August 09-11, 2026/Sur Meeting Room,
 Royal Tulip Muscat, Muscat, Oman

Session 2: November 22-24, 2026/Tamra Meeting
 Room, Al Bandar Rotana Creek, Dubai,
 UAE



Course Reference

SS1185-3D



Course Duration/Credits

Three days/1.8 CEUs/18 PDHs

Course Description



70% of this course is practical sessions where participants will be engaged in a series of interactive small groups, class workshops and role-plays.



This course is designed to provide participants with a detailed and up-to-date overview of Market Intelligence. It covers the scope of market intelligence including the types of market intelligence, importance of MI in strategy and market intelligence process; the market structure analysis, industry forces and competitive environment; the market trends identification, opportunity, risk assessment, competitor identification and profiling; and the competitor strategy analysis, competitive benchmarking and early warning systems.



During this interactive course, participants will learn the primary data collection methods and secondary data sources; the digital intelligence tools and ethical and legal considerations; the data cleaning and preparation, quantitative analysis techniques, qualitative analysis techniques and turning data into actionable insights; applying market intelligence to business strategy covering strategic decision support, innovation and growth strategy, performance monitoring and KPIs; and building a market intelligence function.

Course Objectives/Outcomes & Benefits for the Participants

Upon the successful completion of this course, each participant will be able to:-

- Apply and gain a fundamental knowledge on market intelligence
- Discuss the scope and types of market intelligence including the importance of MI in strategy and market intelligence process
- Carryout market structure analysis and recognize industry forces and competitive environment
- Apply market trends identification, opportunity and risk assessment and competitor identification and profiling
- Employ competitor strategy analysis, competitive benchmarking and early warning systems
- Apply primary data collection methods and identify secondary data sources, digital intelligence tools and ethical and legal considerations
- Carryout data cleaning and preparation, quantitative analysis techniques, qualitative analysis techniques and turning data into actionable insights
- Apply market intelligence to business strategy covering strategic decision support, innovation and growth strategy, performance monitoring and KPIs and building a market intelligence function

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

Who Should Attend

This course provides an overview of all significant aspects and considerations of market intelligence for C-level executive (CEOs, CMOs, CIOs), business strategists, competitive intelligence specialists, market analysts, product managers, sales and marketing professionals, data analysts, research and insights professionals, entrepreneurs and start up founders, and other technical staff.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

30% Theory

70% Practical Exercises, Case Studies, Engaging Slides/Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities, Ice Breaking Activities, Group Activities and E-learning associated with the course topic is preferred

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Learning Design & Customization


This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

Course Certificate(s)


Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council** for **Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **1.8 CEUs** (Continuing Education Units) or **18 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Mr. Mike Taylor, PhD (on-going), MScLI, MBA, MBL, PgDip, BSc, is a **Senior Finance & Management Consultant** with over **30 years** of extensive experience in the areas of **Accounts Payable Automation & Technology, Project Financial Data, Financial Policies, Petty Cash Fundamentals, Journal Entries & Cash Account Mapping, Recording & Reporting Transactions, Reconciling Petty Cash Accounts, Accounting Principles, Financial & Accounting** for Executives, **Accounts Payable Fundamentals, Financial Policies & Procedures, International Financial Reporting Standards (IFRS), Financial Statements**

Preparation, Preparation of **Cash Flow** in Accordance with IFRS, Reading & Interpreting **Financial Statements, Environmental Pollution & Control** in Oil Industry, **Environmental Enforcement & Compliance, Waste Management & Environmental Protection, Environmental Emergency Plan, Environmental Policy Analysis, Health & Environment Hazards, Governmental & Budget Accounting, Fixed Assets Accounting, Budget Estimation, Budgeting & Cost Control Financial Statement Analysis, Corporate Finance & Accounts Payable Financial Processes and Procedures, Planning, Budgeting & Cost Control, Contract Management, Leadership in Contract Execution, Contract & Risk Management, Contractor Performance Assessments, Contract Management Procedure, Effective Quality Management System (QMS), QMS Framework, Quality Assurance Standards, QA Audit Process & Techniques, Office Administration, Office Management, Invoice Management, Administration Process, Administration Work Procedures, Facilitation & Leadership Skills, Coaching, Human Resource Development, Psychometric Testing, Career Development & Competence, Succession Planning, Self-Development & Empowerment, Personal Learning Needs Identification, Critical Success Factors (CSFs), Key Performance Indicators (KPIs), Productivity Creativity & Thinking Modes, Human Resource Scorecard Management, Career Laddering, Fast-Track Career Progression Application, Knowledge Management, Customer Management, Leadership Skills, Presentation Skills, Emotional Intelligence, Performance Management, Quality Management, Commercial Strategy, Project Management, Risk Management, Leadership & Business Management, Human Resource Management, Business Development, Innovation, Sales Strategy and Knowledge & Intangible Asset Assessment Design. Further, he is also well versed in **Organization Management & Business Consulting, Data Collection & Information Gathering, Value & Supply Chain Management, Intellectual Property & Innovation Assessments, Logistics & Supply Chain Management and Marketing Management**. Mr. Taylor was **Appointed** as an **Executive/Management Development Facilitator** wherein he was responsible for the development of Executives & Senior Managers specializing in innovation, knowledge management and commercial negotiation as well as authored, implemented and executed a global 21st century facilitation and leadership methodology.**

During his career life, Mr. Taylor has gained his practical and field experience through his various significant positions and dedication as the **Multinational/Corporate Senior Management Consultant, Business Consultant/Facilitator, Business Consultant/Coach, Client Director, International Sales & Business Development Manager, Administration Manager, Regional Sales Manager, Contracts Manager, National Key Accounts Manager, Finance Manager, Quality Manager, Commercial Sales & Marketing Consultant, Communication Specialist, Sales & Marketing Representative, Key Note Speaker and Instructor/Trainer** for various international companies such as the Highland Group, Business Development & B2B Consulting, Knowledge-Solution Leadership & Innovation Consulting, DI Management Solutions (BPO), RMG/Contact Media & Communications, Paul Dinsdale Properties (PDP), Giant Leap Architects, Wise Capital Investments (HOD), Evolution® Advertising, Collaborative Xchange, Leatt Corporation, Dentsply SA, Binzagr Company, Lilly Direct/Lennon Generics and Bausch & Lomb.

Mr. Taylor has **Master's** degree in **Leadership & Innovation, Business Administration and Business Leadership** as well as a **Bachelor's** degree in **Physical Education** and pursuing **PhD** in **Global Governance & Energy Policy**. Further, he is a **Certified Instructor/Trainer, Certified Internal Verifier/Trainer/Assessor** by the **Institute of Leadership & Management (ILM)** and a member of Incremental Advantage, Da Vinci Institute, Black Management Forum, Institute of Directors (IOD), World Future Society (WFS), Social Science Research Network, University of Kwazulu Natal (Alumnus), Anthropology & Archaeology Research Network and National Research Foundation (NRF). He has further delivered numerous trainings, courses, workshops, seminars and conferences globally.



Course Fee

US\$ 3,750 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation

Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the workshop for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	Registration & Coffee
0800 – 0815	Welcome & Introduction
0815 – 0830	PRE-TEST
0830 – 0930	Introduction to Market Intelligence (MI) Definition and Scope of Market Intelligence • Types of Market Intelligence • Importance of MI in Strategy • The Market Intelligence Process
0930 – 0945	Break
0945 – 1100	Market & Industry Analysis Market Structure Analysis • Industry Forces & Competitive Environment
1100 – 1230	Market & Industry Analysis (cont'd) Market Trends Identification
1230 – 1245	Break
1245 – 1420	Market & Industry Analysis (cont'd) Opportunity & Risk Assessment
1420 – 1430	Recap
1430	Lunch & End of Day One

Day 2

0730 – 0930	Competitive Intelligence Competitor Identification & Profiling • Competitor Strategy Analysis
0930 – 0945	Break
0945 – 1100	Competitive Intelligence (cont'd) Competitive Benchmarking • Early Warning Systems
1100 – 1230	Data Collection & Intelligence Sources Primary Data Collection Methods • Secondary Data Sources
1230 – 1245	Break
1245 – 1420	Data Collection & Intelligence Sources (cont'd) Digital Intelligence Tools • Ethical & Legal Considerations
1420 – 1430	Recap
1430	Lunch & End of Day Two

Day 3

0730 – 0930	Data Analysis & Insight Generation Data Cleaning & Preparation • Quantitative Analysis Techniques
0930 – 0945	Break
0945 – 1100	Data Analysis & Insight Generation (cont'd) Qualitative Analysis Techniques • Turning Data into Actionable Insights



1100 – 1215	Applying Market Intelligence to Business Strategy <i>Strategic Decision Support • Innovation & Growth Strategy</i>
1215 – 1230	<i>Break</i>
1230 – 1400	Applying Market Intelligence to Business Strategy (cont'd) <i>Performance Monitoring & KPIs • Building a Market Intelligence Function</i>
1400 – 1415	POST-TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Practical Sessions

70% of this highly-interactive course is practical sessions. Theory learnt (30%) will be applied using various role-plays, case studies and practical sessions.



Course Coordinator

Mari Nakintu, Tel: +971 2 30 91 714, Email: mari1@haward.org