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Business School

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Haydn Green Institute
for Innovation and
Entrepreneurship

Ingenuity19

Nottingham's Innovation Event

Enterprising ideas to transform our future.



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Develop: Market and
competitor analysis -
resources

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Week 2 – Market & competitor analysis

<https://smallbusinesscharter.org/business-advice/knowing-consumer-customer/>

<https://smallbusinesscharter.org/business-advice/knowing-your-competitors/>

<https://enterprisehub.raeng.org.uk/latest/blog/think-you-dont-need-negotiation-training-think-again/>

<http://www.smf.org.uk/how-to-find-products-that-sell-themselves/>

Week 2 – Market & competitor analysis

Industry / Trade specific publications

Eg Drapers: The fashion Business Weekly : Emap Communications London
The Business of Fashion newsletter@businessoffashion.com

Books

Meadows T (2012) *How to set up & run a fashion label* (Lawrence King:London)

Raymond M (2010) *The Trend Forecaster's Handbook* (Lawrence King:London)

Posner H (2015) *Market Fashion 2nd Edition* (Lawrence King:London)

Aaker, D.A. & McLoughlin,D., 2012. *Strategic Market Management: European edition*.
Chichester: John Wiley & Sons

Easey, M., 2009. *Fashion Marketing*, Chichester: John Wiley and Sons.

Week 2 – Market & competitor analysis

<https://www.slideshare.net/tjemarketing/pillars-of-segmentation>

[Soapbox - Untitled Recording — Feb 9, 1:15 pm](#)

The second video is about gathering and using information about your competition

<https://drive.google.com/file/d/1UtUBOczvSR248VGohi3fu91txFgPJYgc/view?usp=sharing>

This slide's resources were provided by Tim Elliott, if you have any questions please email tim@foryourinnovation.co.uk