

Gaining knowledge from the market - identification and development of market innovations, the impact of technology and the market on business use, factors influencing the spread of innovation

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Today's Topic

- Gaining knowledge from the market - identification and development of market innovations,
- The impact of technology and the market on business use,
- Factors influencing the spread of innovation.

Gaining knowledge from the market
- identification and development of
market innovations



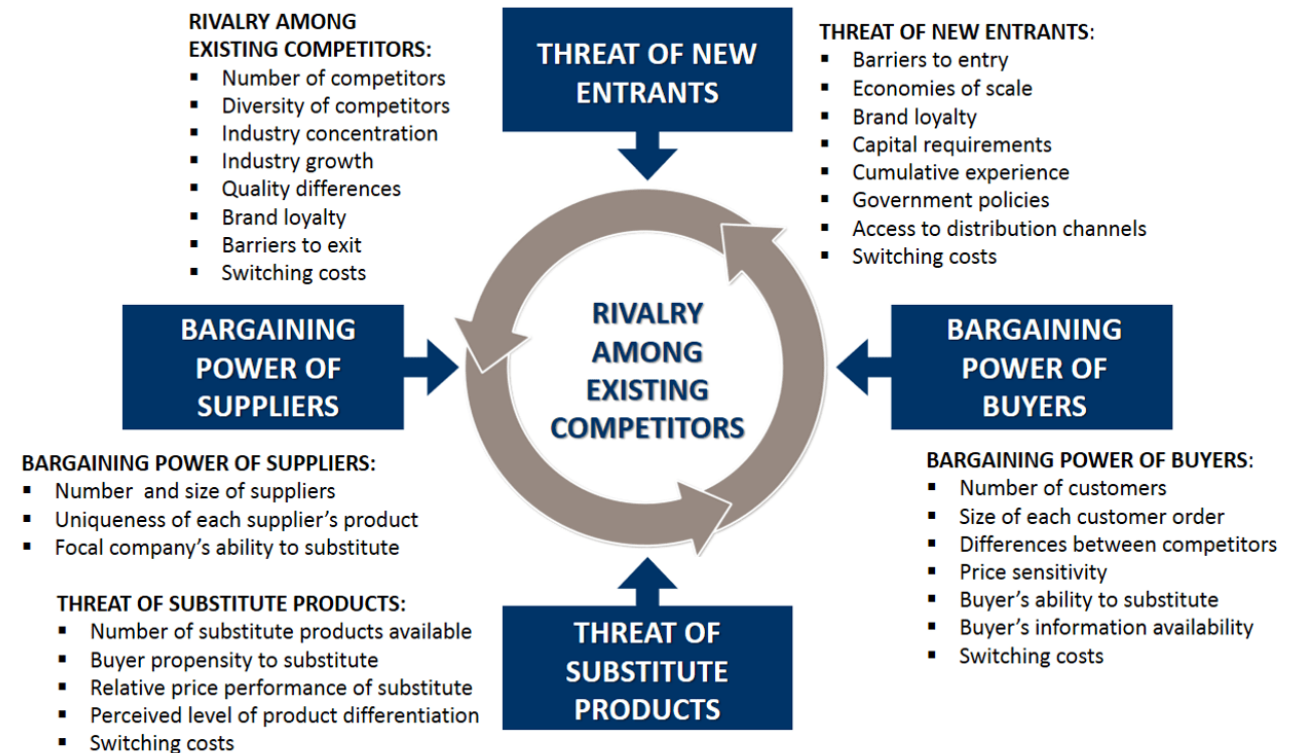


Market research

- Methods
- Goals
- Information sources
- Analysis and data interpretation

Competitors analysis

- Goals of competitors analysis
 - Understanding market development
 - Exploring opportunities and threats
 - Strategy development
- Methods
 - SWOT
 - Porter's Five Forces model
- Information sources

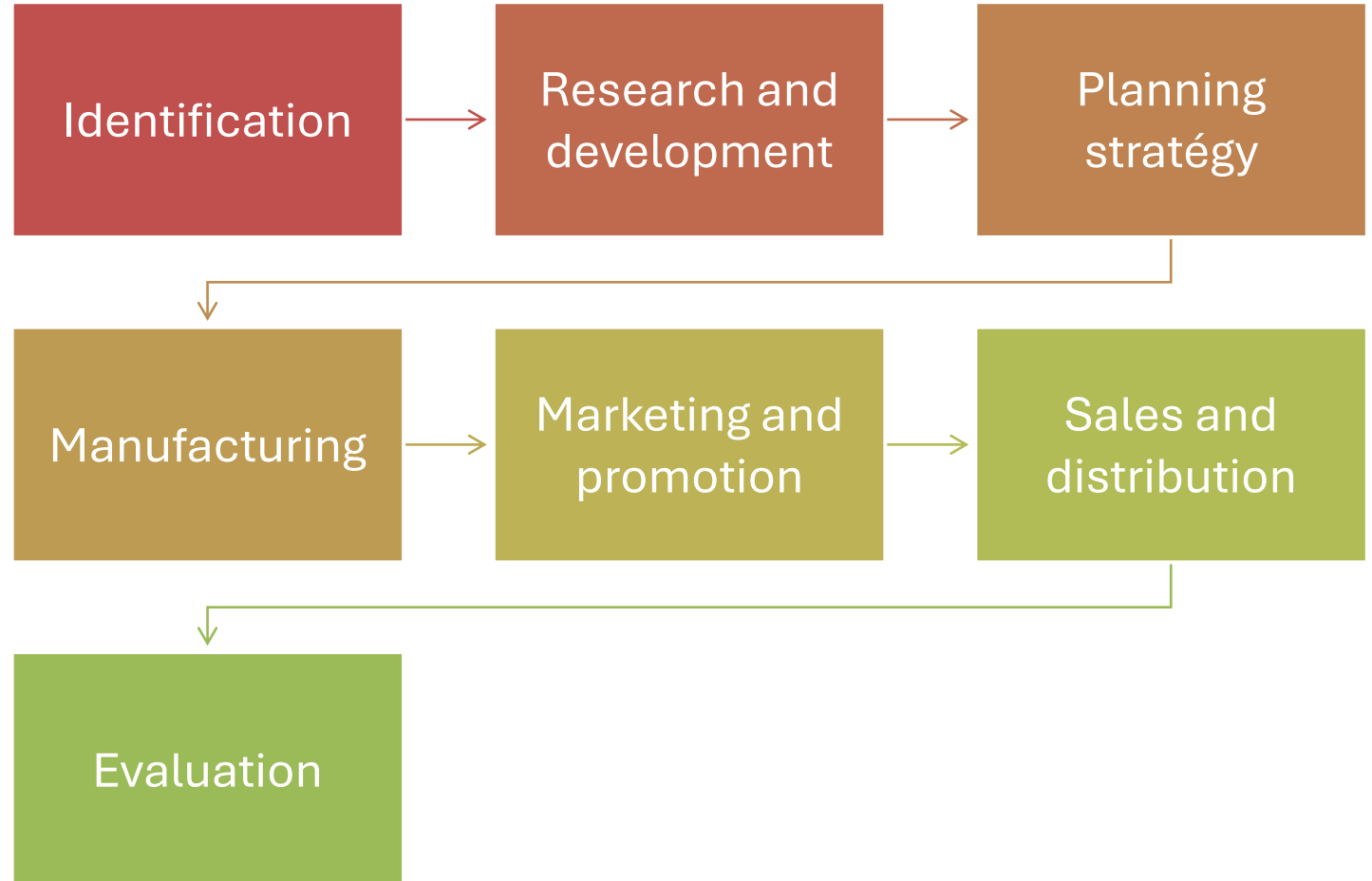




Cooperation with customers

- Methods
 - Interviews, Focus groups, questionnaires
- Advantages
 - Better relationships
 - Better understanding customers needs
- Risk and challenges
 - Identification of key customers

Launching the market



The impact of technology and the market on business use





Technological progress

- Rapid innovations
- Effectivity and productivity
- Globalisation
- Changes of labour market

Factors influencing the spread of innovation



Factors influencing the spread of innovation

- Availability of technologies
- Economical factors
- Legal conditions
- Social and cultural factors
- Availability of resources
- Competitive environment

Availability of technologies

- Access to the information
- Technological tools
- Globalisation
- Access to the knowledge
- Tools for cooperation
- Democratisation of innovations

Economical factors

- Funding
- Market demand
- Competitors
- Stability
- Support from government
- Labour market

Legal conditions

- Know how protection
- Allowing or forbidding implementation of Innovation
- Ethical issues of innovation

Social and cultural factors

- Values
- Acceptance of risk
- Level of education
- Norms and habits
- Infrastructure

Availability of resources

- Funding
- Human resources
- Comodities
- Technological resources

Competitive environment

- Competitive pressure
- Benchmarking
- Market changes

Summary

- What have you learned today?

Thank you for your
attention

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