

REAL ESTATE TACTICS & TECHNIQUES

Competitive Intelligence in the Egyptian Real Estate Sector

Introduction

The Egyptian Real Estate market is witnessing intense competition between the investment companies related to huge tenders and contracts for the implementation of a wide range of projects. In a highly competitive market with shifting trends and economic obstacles, Real Estate developers need to have a clear and detailed picture on competitive developments in the market. Moreover, the gap between what companies are spending and what they are getting, rises from the combination of not understanding what is possible and not seeing the potential opportunities

Competitive Intelligence Evolution

Competition

Given the fierce competition between developers in the real estate sector, ...



Forced Reaction ... a state of need for differentiation and gaining unique competitive advantages was created, ...

Track Competitors Activity

Tracking the activity of their direct and indirect competitors in a range of fields

General Business Activity

Market Penetration

Business Development

Patent Registration

Research Activity

Strategy & Tactics

Acquire Updated Data

Acquiring updated data about the market to ensure sound performance and sustainable

Spot Market Opportunities

Setting Overall Strategy

Understand Market Trends

Taking Well Informed **Decisions**

Monitor Competitors

Monitoring the competitors to create differentiated strategy

Predict their **Next Actions**

Exploit their Weakness

Undermine their Strength

Blow-up Threats Against Them

Undercut their Opportunities

Competitive Intelligence

... calling for the utilization of competitive intelligence.





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Competitive Intelligence **Classification according to Information Type** 80% Cold (easy info) 1 – Data Collection Hot (difficult to get) Secret Collecting external and Black Grey internal information White Information Information Information **Market Snooping** Competitive Intelligence Information is prepared after the data collection **Information** phase in order to be analyzed 2- Analysis After analyzing the gathered information, important **Knowledge** Information is analyzed to and reliable knowledge is generated to be utilized generate knowledge that communicate intelligence The utilized knowledge results in gaining competitive Intelligence intelligence which helps developers to make differentiated outcome **Competitive Intelligence Support Crucial Decisions** Corporate or Business Strategy Mergers & Acquisitions (M&A) 3- Decision **Decisions** Sales or Business Development Competitive intelligence is > Due Diligence Market Entry Decisions applied on decisions Joint Venture Decisions ▶ Product Development Regulatory/Legal Responses Research & Development (R&D) / **Technology Decisions New or Increased New Product or** Cost 4- Results Savings/Avoidance Revenue **Services** Competitive intelligence is the bridge between information & action **Time Savings Profit Increases Financial Goals Met**

As a result for the low demand due to economic obstacles the real estate market faces recently, and high competition; developers should differentiate their products, sales strategies and marketing campaigns through applying state of art real estate tactics and techniques. Here, CBC Advantage guarantees agile solutions with innovative outcome for each project supplying a 360-degree view of the most important business metrics and KPIs in one place and in real time