

Unit 45:

Analyse Competitor Activity

Unit reference number: Y/502/9927

QCF level: 3

Credit value: 3

Guided learning hours: 3

Unit summary

This unit will enable you to provide a valuable service for any organisation in the sales industry. This is because you will continually analyse the sales performance of the organisation and its goods or services, and that of your competitors, to make comparisons. This will provide feedback, which will not only increase your company's profits, but also raise its profile in the industry.

All companies have their strengths and weakness, so you will be looking at your competitors to find out who they are, and use the information to review competitors against specific briefs set by your employers. By doing this, your organisation will have a clear vision of the threats posed and how to put plans in place to counteract those.

Learning outcomes and assessment criteria

To pass this unit, the learner needs to demonstrate that they can meet all the learning outcomes for the unit. The assessment criteria outline the requirements the learner is expected to meet to achieve the unit.

Learning outcomes	Assessment criteria
1 Be able to identify competitor activity	<ul style="list-style-type: none">1.1 Identify organisations competing for the same customers1.2 Identify potentially threatening competitor activity1.3 Identify competitors' objectives1.4 Identify valid sources of information on competitors and their activity1.5 Explain the advantages and disadvantages of sources of information on competitors and their activity

Learning outcomes	Assessment criteria
<p>2 Be able to determine the nature of the threat posed by competitor activity</p>	<p>2.1 Assess the strengths and weaknesses of competitor activity against agreed criteria</p> <p>2.2 Assess the strengths and weaknesses of competitors' products and/or services against agreed criteria</p> <p>2.3 Determine the nature and extent of the possible threat posed by competitor activity and products and/or services</p>

Information for tutors

Suggested resources

Books

Carrel, J. – *Easy Competitor Analysis – How to Find Out What Your Competitors Are Up To & How to Benefit From That Valuable Knowledge (Business Building Book 1) [Kindle Edition]* (Cinnamon Edge, 2012) ASIN B0075LZ0FM

Websites

www.bookboon.com – the bookboon website offers free eBooks and textbooks for download; various books cover the topic of competitors

www.businessballs.com – the business balls website provides free career help, materials and tools, including resources around the topic of competitor analysis

www.netmba.com – the NetMBA (Business Knowledge Center) website, provides business knowledge resources via the Internet, including resources on the topic of competitor analysis

Assessment

To pass this unit the evidence that the learner presents for assessment must demonstrate that they have met the required standard specified in the learning outcomes and assessment criteria and the requirements of the Assessment Strategy.

To ensure that the assessment tasks and activities enable learners to produce valid, sufficient, authentic and appropriate evidence that meets the assessment criteria, centres should apply the *Unit Assessment guidance* and the requirements of the Assessment Strategy below.

Wherever possible, centres should adopt a holistic approach to assessing the units in the qualification. This gives the assessment process greater rigour and minimises repetition, time and the burden of assessment on all parties involved in the process.

Unit assessment requirements

This unit must be assessed in the workplace in accordance with the Skills CFA Assessment Strategy for 2010 Sales Standards, in *Annexe A*. Simulation is not allowed for this unit. All evidence of occupational competence should be generated through performance under workplace conditions; this includes evidence of achievement for knowledge-based learning outcomes and associated assessment criteria.

Unit assessment guidance

This guidance supports assessors in making decisions about how best to assess each unit and the evidence needed to meet the assessment requirements of the unit. Centres can adapt the guidance for learners and the particular assessment context, as appropriate.

Evidence to achieve this unit should come from the learner's work activities in analysing competitor activity.

Evidence to demonstrate achievement of learning outcomes 1 and 2 is likely to come from a combination of reviewing the learner's work products, witness testimony and professional discussion or reflective account. The learner's work products could include competitor analysis documents detailing where the learner has identified organisations that are competing for the same customers as their organisation, where potential threats from competitor activity have been identified and those competitor's objectives. The work products should be reviewed by the assessor and used to support the professional discussion to evidence the knowledge and understanding underpinning the learner's performance. Within the professional discussion, the learner could discuss how to identify valid sources of information on competitor and their activity and what the advantages and disadvantages of these sources are (AC1.4 and AC1.5), what the agreed criteria are within their organisation for assessing the strengths and weaknesses of competitor activity, and how they apply these to determine the nature and extent of the threat posed by competitor activity, their products and services (AC2.1 and AC2.3). Alternatively, a reflective account could be used in a similar manner to assess the underpinning knowledge and understanding. Witness testimony from colleagues and the line manager should also be used to confirm that the learner has consistently met the requirements over a period of time, as well as met organisational requirements.

Evidence of Recognition of Prior Learning (RPL) can also be used within the unit to confirm competence. Wherever possible, the learning outcomes in this unit should be assessed holistically across the qualification.