Competitiveness Benchmark,
Measuring Company Competitiveness

A tool to measure a company’s performance against national and international competition; providing a springboard to improve competitiveness.
A Competitiveness Benchmark will:
• Measure a company’s performance compared to its competition
• Identify strengths and weaknesses of the company
• Be a springboard for improving competitiveness & growing the business

Goal:
To improve a company’s competitive position and help target business areas for further improvement, in order to deliver best in class products or services.

Benefits for the Company:
• it measures a company against its local and international competition.
• it relates practices in place to company performance and rates it against competition.
• it shows how a company compares on profitability, sales, productivity, relationships with customers and suppliers, staff, innovation, investment in the future and manufacturing and service processes.

How is it carried out?
It is a three stage process, with the assistance of a trained facilitator:
1. Filling out the numerical data in the Winning Measures questionnaire.
2. Answering the multi-choice questions in the Probe & Marketing questionnaires.
3. Reviewing the feedback report.

What are the outcomes?
The feedback report establishes the company’s competitiveness against international standards/companies.
It includes a summary of the company’s strengths and weaknesses under six business areas.
1. Strategy and Productivity
2. Finance
3. Marketing
4. Operations
5. Innovation
6. Human Resources

Company Commitment/Cost
The time commitment required by the company is as follows:
• The company gathers the quantitative (mainly financial) inputs (2hrs).
• 3 hours facilitation process with a cross section of the employees (managers & staff, usually 3-5 people) to make the qualitative inputs with a trained facilitator.
• The feedback will take 1.5 hours and will include a discussion on – Where to from here and how best to address the weaknesses and achieve the goal of improved performance?
• The total fee paid directly to the facilitator on receipt of a final profile is €1800.

For further information contact
your IDA Project Executive or IDA Business Development and Client Networking Team.

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