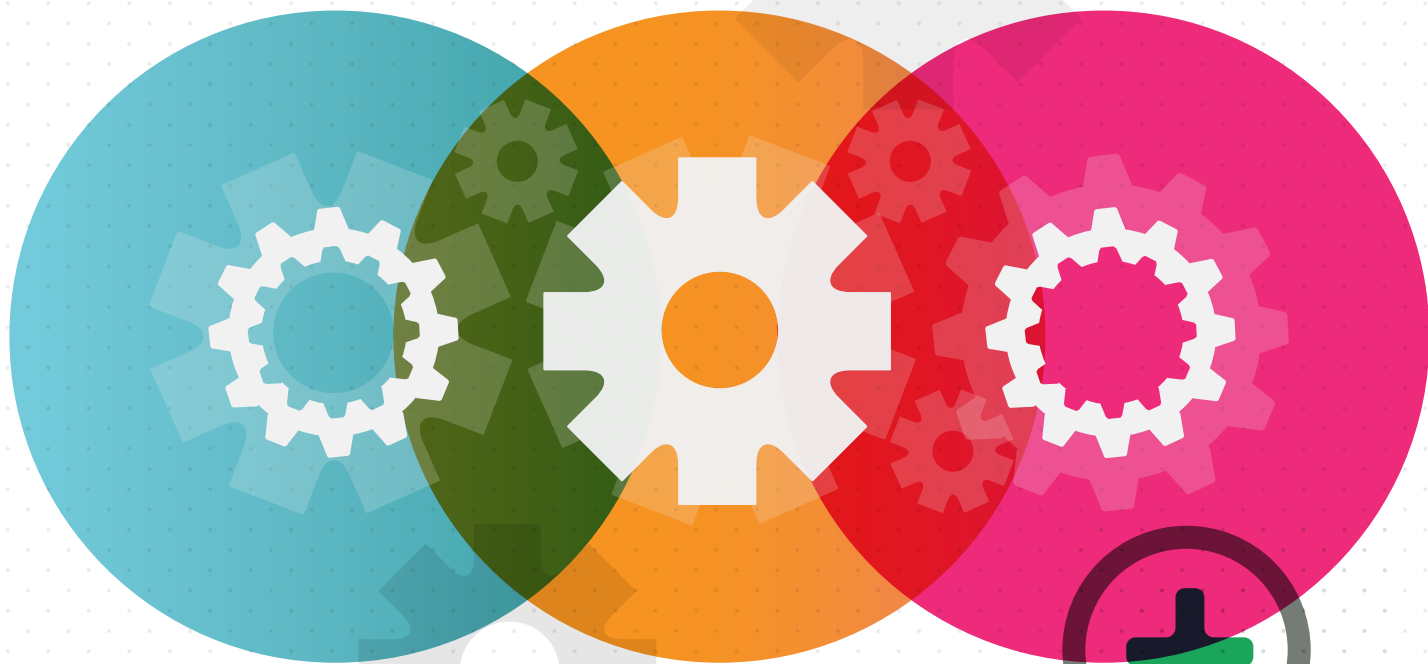




Competitiveness Benchmark, Measuring Company Competitiveness



A tool to measure a company's performance
against national and international competition;
providing a springboard to improve competitiveness.



Programmes in partnership with Enterprise Ireland.

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

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