

# Competitor Analysis

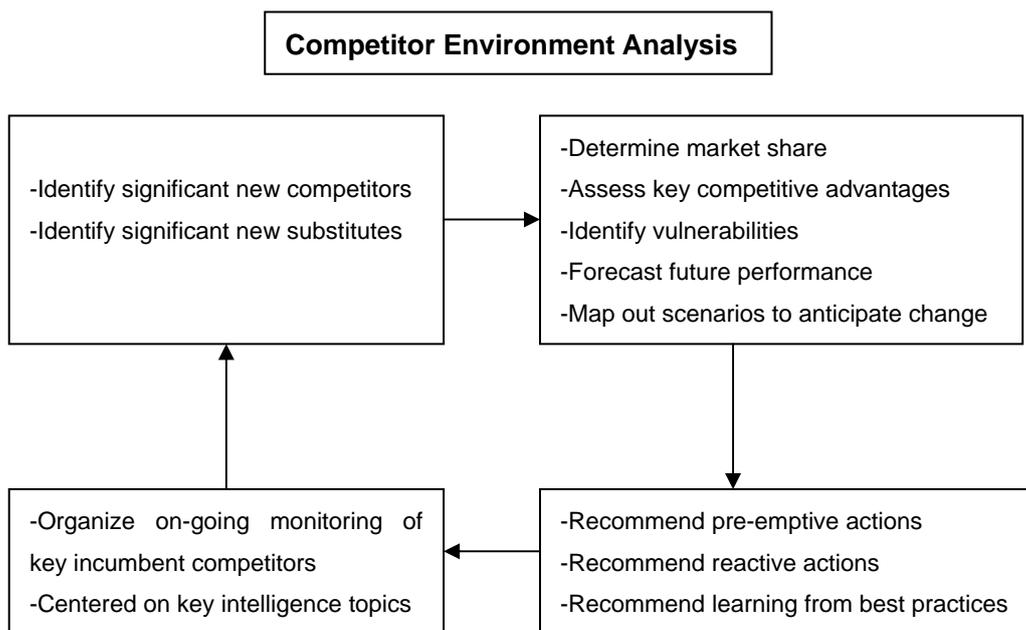
**CASE STUDY:** Analysis on the Competitive Environment and Competitor of Analog IC

**Client:** A domestic leading IC enterprise

**Project objective:**

To benchmark the client's analog IC products against other leading competitors in China

**Methodology:** View Methodology Diagram



RIC developed and implemented a methodology to determine the cost of analog IC products. These involved:

- Conduct intensive interviews with authorized analog IC vendors. These were used as the basis for estimating the sales cost of analog IC products.

- Conduct secondary research as well as interviews with analog IC manufacturers to estimate the average production cost of analog IC products.

-Relevant information was also gathered on the competitors' analog IC products.

**ResearchInChina's report addressed the following:**

The results of RIC's research were used to produce comparative findings of the client and competitors' analog IC products. These included:

-Cost analysis benchmarking the cost of the client's products against the cost of the competitors.

-Qualitative analysis comparing the competitors' best practices offered to their customers.

To reduce the client's cost, the client was recommended to:

-Reduce cost of products where competitor products costs were more competitive