

Competitive Intelligence

May 05 – 06, 2025 Venue: PIM, Karachi Rs. 31,000/=

Jun 02 – 03, 2025 Venue: PIM, Lahore. Rs. 31,000/=

Feb 17 – 18, 2025 Venue: PIM, Islamabad. Rs. 31,000/=

Note: The Fee is Exclusive of GST.

Course Description

There is a Chinese saying:

Know thy-self, know thy competition, and get right almost every time.

Know thy-self, not know thy competition, and get it right about half the time.

Not know thy-self, not know thy competition, and get it wrong almost every time.

This process requires that we go from data to information to intelligence. Here is a basic example:

Data	Prices for our products have dropped by 5%
Information	New offshore facilities have lower labor costs
Intelligence	Our key competitor is about to acquire a facility in India that will.....

WHO MUST ATTEND?

This Course is recommended for senior managers, decision makers, head of departments, and executives who are seeking an introduction to intelligence operations and are contributing significantly in the long. term

COURSE CONTENTS:

- Language of Business Intelligence
- Importance of Competitive Intelligence
- The Intelligence Cycle
- Identifying Information Needs
- Filtering Information
- Best Practices
- Analytical Models for CL
- Counter Intelligence

FOR DETAILS AND REGISTRATION

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