



*Training Course:  
Market Research and Intelligence*

*9 - 20 August 2027  
Cape Town (South Africa)  
DoubleTree by Hilton Cape Town - Upper Eastside*

## Training Course: Market Research and Intelligence

Training Course code: SM235649 From: 9 - 20 August 2027 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 9700 € Euro

### Introduction

In a data-driven business environment, market research and intelligence are essential for understanding customer needs, tracking competitors, identifying opportunities, and making informed strategic decisions. Organizations that leverage structured research and actionable insights gain a significant competitive advantage.

This program, designed by Global Horizon Training Center, provides a comprehensive 10-day training that equips participants with advanced methodologies, tools, and analytical techniques to conduct market research and generate actionable business intelligence.

### Course Objectives

By the end of this program, participants will be able to:

- Understand the full market research process and methodologies
- Design and conduct qualitative and quantitative research
- Analyze customer behavior and market trends
- Develop competitive intelligence frameworks
- Use data analysis tools for insights generation
- Interpret research findings for decision-making
- Present actionable reports and recommendations
- Support strategic planning using market intelligence

### Target Audience

This program is designed for:

- Marketing and Research Professionals
- Business Analysts and Strategists
- Product and Brand Managers
- Sales and Business Development Teams
- Entrepreneurs and Business Owners
- Professionals involved in decision-making and strategy

### Outline

#### Day 1: Introduction to Market Research and Intelligence

- Role of market research in business strategy
- Types of research exploratory, descriptive, causal
- Market intelligence vs. business intelligence
- Research ethics and standards
- Overview of tools and methodologies

#### Day 2: Research Design and Planning

- Defining research objectives and scope
- Developing research frameworks
- Sampling techniques and population definition
- Questionnaire design
- Planning timelines and budgets

#### Day 3: Qualitative Research Methods

- Interviews and focus groups
- Observational research
- Data collection techniques
- Coding and analysis of qualitative data
- Extracting insights

#### Day 4: Quantitative Research Methods

- Survey design and distribution
- Data collection tools online surveys, platforms
- Statistical basics
- Data validation and cleaning
- Introduction to data analysis

#### Day 5: Data Analysis and Interpretation

- Descriptive and inferential statistics
- Data visualization techniques
- Using Excel and basic analytics tools
- Identifying trends and patterns
- Drawing conclusions

#### Day 6: Customer and Consumer Behavior Analysis

- Understanding customer journeys
- Segmentation and targeting
- Behavioral analysis techniques
- Customer satisfaction and feedback analysis
- Market demand forecasting

#### Day 7: Competitive Intelligence and Market Analysis

- Competitor analysis frameworks SWOT, Porter's Five Forces
- Market sizing and share analysis

- Industry trends and benchmarking
- Data sources for intelligence
- Strategic positioning

#### Day 8: Advanced Tools and Digital Research

- Use of digital analytics tools
- Social media listening and sentiment analysis
- Google Analytics basics
- AI tools in market research
- Automation in data collection

#### Day 9: Reporting and Decision Support

- Research report structure and presentation
- Data storytelling techniques
- Visualization dashboards
- Communicating insights to stakeholders
- Supporting business decisions

#### Day 10: Strategy, Applications, and Case Studies

- Integrating research into business strategy
- Real-world case studies
- Problem-solving workshops
- Best practices in market intelligence
- Final assessment and action planning

## Registration form on the Training Course: Market Research and Intelligence

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
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Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
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### Easy Ways To Register

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info@gh4t.com  
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Complete & return the  
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