

CHALLENGE BRIEF - RETRESCO

<https://www.retresco.de/en/>



Challenge description:

- This challenge is written for student who are aspiring market research analysts. The task is to **conduct a competitor analysis by evaluating Retresco's competitors' companies, products and services, pricing, and marketing strategies** (for a list of brands of Retresco's competitors take a look at the Samsung Next Chart (in the NLG Cluster) in the info material (*provided when selecting this challenge*)).
- The outcome would be used to help Retresco articulate our value proposition, so that we can better support prospects during their decision-making process when appointing a Natural Language Generation (NLG) vendor.
- A successful team working on this task would be able to autonomously find and **analyse qualitative data, trends, strategies**, aiming at increasing Retresco's competitive advantage, so that we can:
 - Develop/validate our unique value proposition.
 - Focusing on the aspects of competitors' products customers value the most.
 - Capitalizing on competitors' weaknesses customers complain about.
 - Get benchmarks to measure growth.
 - Uncover market segments that are not fully served by competitors.
 - Identifying gaps between what our competitors offer and what the customers need.

Assumptions:

To make this analysis truly useful, the team will receive guidance from Retresco about:

- The right competitors to analyse.
- Know which aspects of our competitors' business are worth analysing.
- Know where to look for the data and reports. We assume you will have access to these reports via your university content library e.g. EBSCO.

Some report examples include:

- [Gartner's Market Guide for Natural Language Generation Platforms](#)
- The latest version of [the Forrester New Wave: Natural Language Generation For Analytics](#)

Deliverables:

- Collect data on competitors and market place, then consolidate information into actionable items, recommendations, reports and presentations. Prioritising on [Porter's 5 Forces Analysis](#).
- Provide competitive analysis on various companies' market offerings, identify market trends, commercial models (incl. GTM), sales and methods of operation, organisational footprint e.g. number of staff in development and commercial teams.
- Creative application of research results: outline (not explicit elaboration) of a prospective Go-To-Market strategy for Retresco.

Recommended methodology:

- Retresco recommends an [agile project management](#) methodology for this market research, where we aim to increase output and improve motivation.

About Retresco:

Retresco supports companies in automating text-based business processes through artificial intelligence and significantly increases their operational efficiency. For more than ten years, Retresco's technologies have been setting standards in the automated creation of high-quality texts and in the analysis of speech.