

## OPPORTUNITY SCAN

### O-Scan

- Consumer Fore-Search;
  - Competition analysis;
  - Internal Audit;
  - Brand Audit;
  - Worldwide Lookup;
  - Inventive Thinking.
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- **Consumer Fore-Search** - This module is used for marking potential future consumer wants and it consists of:
    1. An analysis aimed at detecting new market segments and emerging social groups.
    2. The use of trend-spotting and cool-hunting methods.
    3. A qualitative research method designed to conduct a Reverse Analysis of the current system active goals (benefits sought), beliefs (mostly unconscious) and emotions at work, in order to predict the possibility of inducing the formation of new such systems. The results guide the development of new products, services and brands.
  - **Competition analysis** using a methodology designed to uncover the underlying rules-of-the-game in the market, and to explore systematically the possibilities to alter them - in order to achieve competitive advantages.
  - **Internal Audit** - A methodical 'treasure-hunt' within the company, for identifying competencies, infrastructures, technologies, connections, etc., which could be exploited in new ways to serve as bases for future opportunities.
  - **Brand Audit** - A thorough examination of the brand architecture as well as of each and every brand in it. More often than not, the potential of the brand system is not realized in full and there are opportunities to reshape the architecture, to focus/abstract/extend the brand or to re-brand, to develop the brand drama or to enrich brand realization in more dimensions such as: brand culture, brand community, brand experience, innovations that fulfill and reaffirm the brand's promise and many other options.
  - **Worldwide Lookup** - Spotting of new ideas and models that have succeeded elsewhere, either in the same industry or in other categories, which could be adapted and implemented to create new opportunities.
  - **Inventive Thinking** - Exploring in a creative yet systematic manner, potential alterations and advancements of current technologies, products, and practices so as to create new opportunities.