

Market Intelligence Officer - Dhofar Global Tr Co LLC

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Company: Qureos Inc

Location: , , United Arab Emirates

Category: other-general

1. Market Research and Analysis: Conduct in-depth market research and gather data on industry trends, market size, customer segments, competitive landscape, and emerging opportunities. Utilize various research methodologies, data sources, and tools to collect relevant information and transform raw data into meaningful insights.

2. Competitive Intelligence: Monitor and analyze competitors' activities, including product launches, pricing strategies, marketing campaigns, and market positioning. Assess competitors' strengths and weaknesses and identify potential threats and opportunities for the organization.

3. Business Strategy Support: Collaborate with the leadership team to develop and refine the company's business strategy based on market insights and intelligence. Provide data-driven recommendations to support strategic decision-making, product development, and market expansion efforts.

4. Market Forecasting and Trend Analysis: Predict market trends and future opportunities to enable the company to adapt proactively and stay ahead in the industry. Create forecasts and models to estimate market growth, customer demand, and market share potential.

5. Market Intelligence Reporting: Prepare regular reports, dashboards, and presentations to communicate findings, insights, and actionable recommendations to key stakeholders. Ensure that the information is presented in a clear, concise, and easily digestible format for effective decision-making.

6. Cross-functional Collaboration: Collaborate with various teams, including sales, operations, e-commerce, and finance, to gather insights and align intelligence with business objectives. Act as a strategic partner, providing market insights to internal stakeholders and fostering a data-driven culture across the organization.

7. Data Management and Technology Utilization: Oversee data collection, storage, and management

processes to ensure data accuracy and security. Leverage relevant technology and tools to enhance data analysis capabilities and automate intelligence processes where possible.

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