

# Analyzing Market Trends for Business Strategy

## Part 1: Office Roleplay Dialogue

**Scenario:** An Intelligence Analyst, Satoshi, is discussing **competitive analysis** and **market trends** with his colleague, Priya, to provide **strategic insights** for the company's business strategy.

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**Priya:** Hey Satoshi, have you had a chance to review the latest **market trends** in our industry?

**Satoshi:** Yes, I've been conducting a **competitive analysis** to see how our competitors are positioning themselves.

**Priya:** That's great. What does the **market research** show about customer preferences?

**Satoshi:** It seems like there's a shift towards more sustainable products, which could be an opportunity for us.

**Priya:** That's valuable insight. Have you done any **benchmarking** to compare our performance?

**Satoshi:** Yes, I analyzed industry data, and we're slightly behind in customer engagement compared to our main competitors.

**Priya:** Interesting. What **strategic insights** can we take from that?

**Satoshi:** We might need to enhance our digital marketing efforts to stay competitive.

**Priya:** Good point. Let's summarize these findings and present them to the leadership team.

**Satoshi:** Agreed. A well-informed business strategy will help us adapt to these market changes.

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## **Part 2: Comprehension Questions**

### **1. What is Satoshi analyzing?**

- (A) Employee performance reviews
- (B) Product packaging design
- (C) Office space layouts
- (D) Competitive analysis

### **2. What change in customer preferences did Satoshi notice?**

- (A) A decline in online shopping
- (B) A shift toward sustainable products
- (C) An increase in demand for office supplies
- (D) A trend favoring traditional advertising

### **3. What area does Priya suggest they compare against competitors?**

- (A) Customer engagement
- (B) Company logo design
- (C) Employee training programs
- (D) Office coffee preferences

### **4. What recommendation does Satoshi make?**

- (A) Reduce product variety
  - (B) Hire more administrative staff
  - (C) Enhance digital marketing efforts
  - (D) Decrease the advertising budget
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## Part 3: Key Vocabulary Definitions in Japanese

1. **Competitive Analysis (競争分析)** – 業界内の競合他社の戦略やパフォーマンスを調査し比較すること。
  2. **Market Trends (市場動向)** – 消費者の嗜好や市場の変化を示す傾向。
  3. **Market Research (市場調査)** – 製品やサービスに対する消費者のニーズや市場の状況を分析するプロセス。
  4. **Strategic Insights (戦略的洞察)** – ビジネス戦略を強化するためのデータに基づいた知見。
  5. **Benchmarking (ベンチマーキング)** – 他社や業界の成功事例と比較し、業績改善のための基準を設定すること。
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## Part 4: Questions & Correct Answers

1. **What is Satoshi analyzing?**  
☒ (D) Competitive analysis
2. **What change in customer preferences did Satoshi notice?**  
☒ (B) A shift toward sustainable products
3. **What area does Priya suggest they compare against competitors?**  
☒ (A) Customer engagement

#### 4. What recommendation does Satoshi make?

☒ (C) Enhance digital marketing efforts