Contract Finder Pro Releases new first of type competitor analysis tool!

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Contract Finder Pro provides a revolutionary market intelligence service to help customers find and win the opportunities they need to grow their businesses.

In the modern complicated and competitive market for UK Public Sector opportunities, businesses need to perform effective Competitor Intelligence to make good business decisions. There are so many opportunities it is not sensible or realistic to bid for everything that a firm might want to win. In fact a business' success is now dependent on not wasting time and resources bidding for the wrong opportunities.

With thousands of competitors bidding for over 100,000 Government contracts annually it is very difficult to build an accurate picture of the market. Lots of information is available, but managing and keeping it up to date is incredibly challenging, particularly for smaller businesses that lack the resources to spend the time they need to on it.

The new Conservative Government is already showing signs of pushing the Digital Agenda more aggressively, with ever more digitally managed opportunities and more competition creating ever more market complexity. This will create great opportunities for those firms that can grasp them, but those that cannot will fall behind.

To help firms grasp this opportunity Contract Finder Pro have released a new Competitor Analysis tool which enables users to search for competitors based on keywords. By simply entering the relevant key word, for example 'cyber', all firms that have won Government cyber contracts are shown. It is also possible to link through to the exact contract information as published by the buying Authority.

This means a business can easily see which firms are winning in the market and compare what they have been winning to see who is strong. Competitor analysis and bid/no bid decisions can now be made quickly, easily and effectively.

To find out more follow this link to the new feature.

To try out our Services for free click here or for corporate subscription enquiries contact sales@contractfinderpro.com.

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Contract Finder Pro

T. 07939267934
E. sandy.boxall@contractfinderpro.com
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