

Market Analysis

Understand the competitive landscape in your state

What is the Market Analysis service?

If you suspect competitive issues in your state and need to build a framework for further investigation, Market Analysis is the place to start. This high-level analysis examines a specific contract work type to help an organization understand the level of competition in that area. Organizations use this service to determine if in-depth analysis is warranted and gain further understanding of the market analysis process.

Our Process

Infotech has been providing data analysis services for over 40 years. As the contractor for AASHTO since 1985, we've refined the process of systematically summarizing your data into actionable reports. Even if your organization is not using AASHTOWare Product software, Infotech can provide this service if you can provide basic data.

Our analysis involves:

- + **Analyzing** the quality and completeness of your data.
- + **Defining** geographic markets of the specific work type.
- + **Evaluating** the level of competition in each of the geographic markets with your data.
- + **Providing** training in the basics of market analysis
- + **Presenting** findings in insightful reports

The high-level market analysis will span approximately three-months. This time period allows Infotech to provide an organization a good overall picture of the level of competition and helps management decide if an in-depth market analysis is warranted.

Benefits of the Market Analysis service

Our detailed analysis of specified contract work types includes a breakdown of vendor pricing, subcontract and suppliers, identification of sources, owners and locations, and confirmation of contract location.

Organizations that undergo market analysis benefit in the following areas:

- + Gaining a deeper knowledge of market drivers and conditions
- + Understanding if there is potential collusive activity in your state
- + Building a foundation for future in-depth analysis
- + Training employees in the fundamentals of market analysis
- + Summarizing insights for management

Deliverables

- + **Final report and insights**
- + **Two day, on-site presentation of findings**
- + **Basic level training on market analysis concepts**

If you have questions, or need additional information, contact the team at dataservices@infotechinc.com.