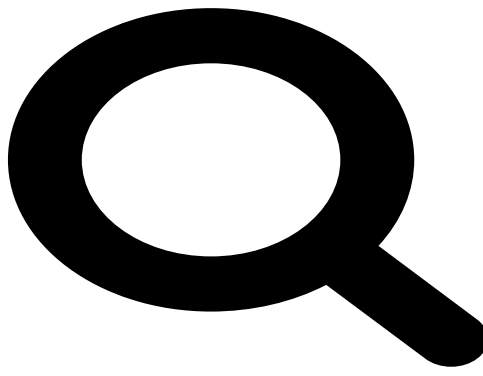


COMPETITIVE INTELLIGENCE: KEY TO SUCCESS

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Juan Carlos Aldasoro Alustiza has a PhD in Sociology from the [UPV/EHU](#), and in Market Research and Techniques from the UOC, he has presented the thesis "Analysis of the current situation and future prospects for the implementation of competitive intelligence systems in Basque industrial SMEs" at the San Sebastián Polytechnic School, concluding that the competitive intelligence systems contribute to improving the competitiveness of companies.

The research has studied how companies in the industrial sector of the Basque Country - SMEs and micro-SMEs - implement their own competitive intelligence models or systems to face challenges and difficulties from the environment. The results indicate that the implementation of systems is a growing trend. of competitive intelligence and in the case of industrial SMEs in the Basque Country, the level of development or maturity is still in a growth phase since there is a great deficit in personnel training on this subject, and it is still necessary to formally establish the system etc

The implementation of this qualitative research has led to the conclusion that the vast majority of the companies surveyed believe that competitive intelligence systems contribute to improving the competitive position of the company and have allowed entry into new markets.

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