



Consulting Interventions

STRATEGIC INSIGHTS RESEARCH

IC Growth Group has been leading competitive intelligence research in the banking industry through its Bankmonitor product (www.bankmonitor.co.za) since 1999. We have provided competitive intelligence research to all the major banks and insurance companies, most niche players in financial services, as well as to fiduciary institutions such as the Competition Commission. We understand how to research the market with a multi-faceted approach: through surveys, desk-research, internal intelligence and our unique approach using strategy tools. We can build decision-making dash-boards and assist organisations with their competitive positioning.

