

iVisibility

Competitive Intelligence thru
Web Mining and Web
Monitoring Solutions

Case 2: Advantage Plastics Molding
Business to Business Intelligence

Advantage Plastics Molding



- Advantage is a plastics molding company that purchases raw material plastic beads and then molds to customer specifications.
- A wide variety of products can be produced ranging from plastic grocery bags to containers.

Needs of Advantage Plastics



- Find new customers
- Competitive Information
- Additional Suppliers
- Advertising and Marketing Strategies

Solutions from iVisibility



- Business Lists

- Suppliers
- Potential Customers
- Existing Competitors

- Landscape Reports

- Visual Maps of Locations of Customers and Competitors

- Web Monitoring

- Product of iVisibility that monitors competitor activity on the Internet

Business Marketing Lists

Reach your target market

- Custom marketing lists can be used to develop relationships with future clients
- Businesses can be listed nationwide
- Categories Include
 - SIC Code
 - Company Name
 - Contact Name
 - Business Address
 - Phone Number
 - Number of Employees
 - E-mail Address

Business Lists

Suppliers

<u>Company Name</u>	<u>Contact</u>	<u>Address</u>	<u>Phone</u>	<u>E-mail</u>
Plastic and Polymer Supply	Jane Brown	456 South St. Anytown, CA 123456	555-4567	JaneBrown@example.com

Customers

<u>Company Name</u>	<u>Contact</u>	<u>Address</u>	<u>Phone</u>	<u>E-mail</u>
XYZ Bottling Corporation	John Doe	123 Main St. Anytown, CA 123456	555-5555	<u>JohnDoe@example.com</u>

Competitors

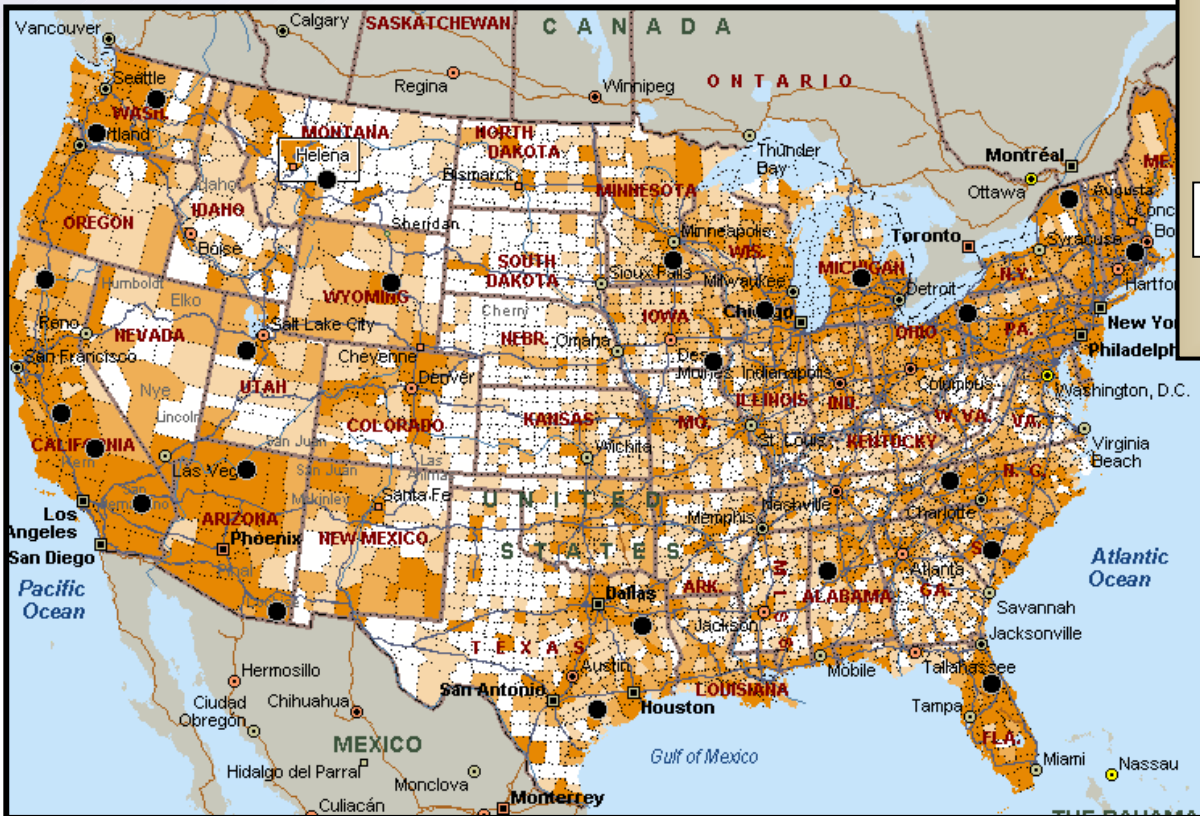
<u>Company Name</u>	<u>Contact</u>	<u>Address</u>	<u>Phone</u>	<u>E-mail</u>
ABC Plastics Molding	Bob Jones	789 Long Rd. Anytown, CA 123456	555-8910	BobJones@example.com

Landscape Maps

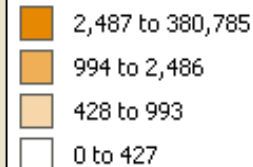


- Can be customized in order to:
 - **Find** potential customers
 - **Clarify** existing competition
 - **Visualize** Opportunities in the market
- iVisibility has created a map for Advantage depicting density of businesses with pinpoints at the most customer dense locations.

Potential Customer Landscape



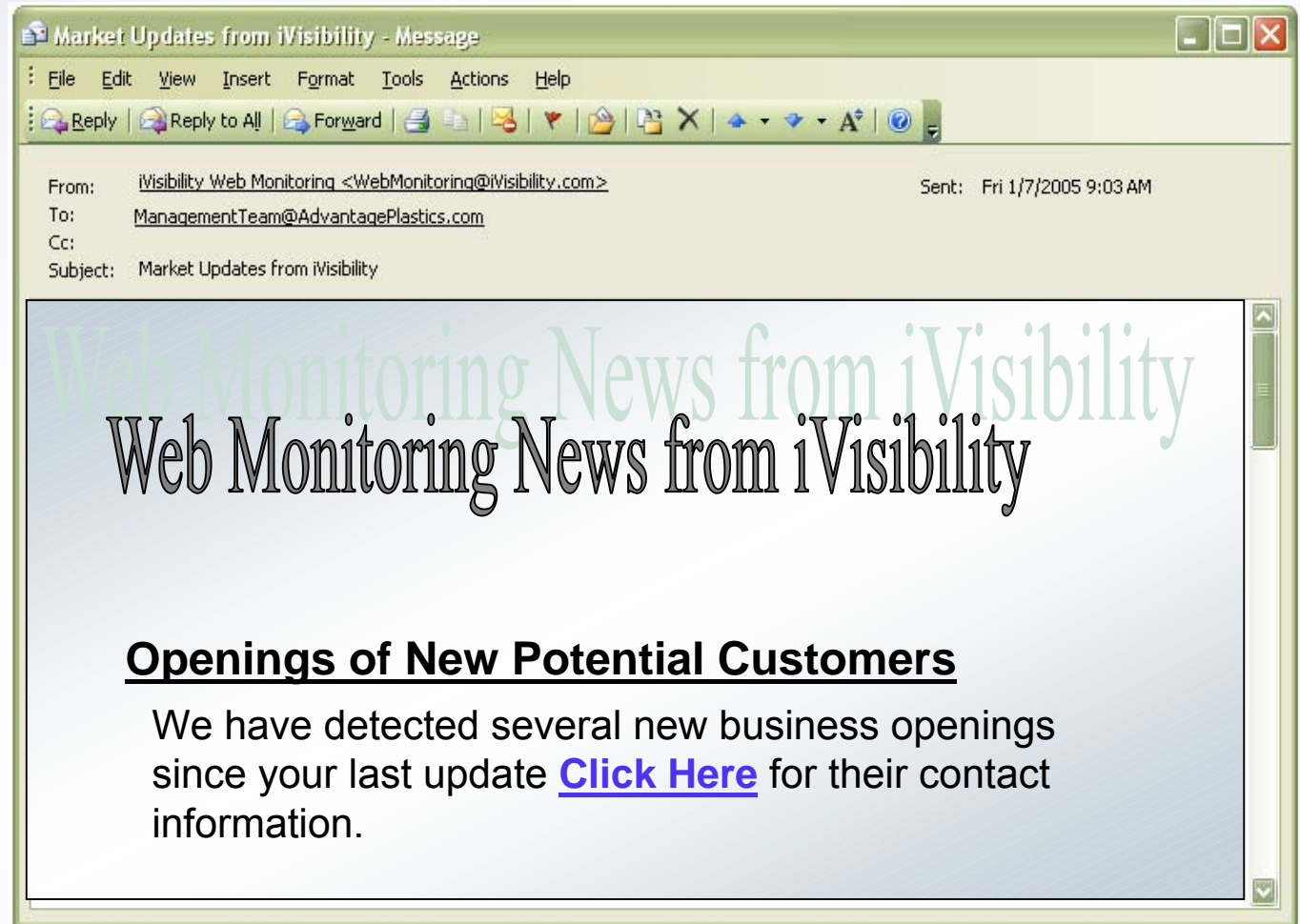
Total Businesses (2002) by County



 Highest Density Areas of Potential Customers

Web Monitoring

- E-mails are sent to the Management team at Advantage when market conditions change, or when competition changes.



Summary



- Advantage Plastics Molding needed research assistance in several areas of their business. iVisibility has provided Advantage with business lists for suppliers, potential customers, and existing competitors. In addition, competitive maps have been created so that Advantage can see where opportunities and threats are located. Finally, Advantage stays up-to-date with iVisibility's Web Monitoring Solutions.