

☐☐ All the primary market intelligence (competitive and product intelligence, market and customer understanding) are made available through systemic intelligence gathering mechanisms

“Highly developed: Strong systems and processes are in place to best gather accurate data and put it to optimal fundraising use.

Reflection:

- No action required.
- Others -

Action:

- No specific actions are required as we are fully satisfied with current state.
- Others -

Notes for Development:

1. Strong systems and processes are in place to best gather accurate data and put it to optimal fundraising use.
2. Highly developed in terms of consistently adapting to market conditions in regard to fundraising capacity and strategy.
3. Strong system exist to be able to effectively position the organisation in an increasingly consumerist world.

Revision #3

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