

## ASTPAR1.2.3

# Identify and monitor competitors' parking strategies and activities



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### Overview

This standard is about monitoring key competitors' parking strategies and activities and evaluating their potential implications for your organisation. It includes assessing the corresponding opportunities and threats, and recommending appropriate actions to develop and/or protect your organisation's services.

There is one element:

1. Identify and monitor competitors' parking strategies and activities

### Target group

This standard is recommended for managers whose responsibilities include reviewing the parking strategies of competitors.

This standard has been developed by the British Parking Association.

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#### Performance criteria

*You must be able to:*

- P1 agree the objectives for identifying and monitoring information regarding competitors' parking strategies and activities
- P2 define the information needed to meet the objectives agreed
- P3 identify those organisations competing for the same customers and who are therefore market competitors
- P4 gather information regarding competitors and assess their relative strengths and weaknesses
- P5 analyse competitor information to determine potential opportunities and threats to your organisation arising from competitor activities
- P6 determine competitors' objectives, assessing the relative importance of current profitability, cash flow, market share growth, technological and service leadership to each competitor
- P7 identify and group competitors according to their strategies, based upon an assessment of competitor activities and policies
- P8 assess likely reactions from competitors to new initiatives by your organisation
- P9 make recommendations regarding the relative importance of particular competitors, supported by a reasoned analysis of their strategies and activities
- P10 present your recommendations to relevant colleagues promptly and clearly
- P11 maintain accurate and up to date records, in line with your organisation's requirements

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#### Knowledge and understanding

*You need to know and understand:*

#### Legislative, regulatory and organisational requirements

- K1 legal, regulatory and organisational requirements relating to identifying and monitoring your competitors' parking strategies and activities, and their impact for your area of operations
- K2 legislation, policies and procedures relating to data protection, health and safety, diversity and their impact for your area of operations
- K3 the role of your organisation and its services relating to identifying and monitoring competitors' parking strategies and activities
- K4 your organisation's strategy relating to the provision of parking services, and its relevant associated services
- K5 your organisation's requirements relating to obtaining, recording and storing information regarding competitors
- K6 the limits of your authority and responsibility, and the actions to take should these be exceeded

#### Requirements relating to identifying competitors parking strategies and activities

*You need to know and understand:*

- K7 competitor organisations and their parking strategies and relevant services
- K8 the relative strengths and weaknesses of your organisation's principal competitors
- K9 your organisation's existing and potential customers, and their needs and usage patterns relating to the parking services provided by your organisation
- K10 developments affecting parking provisions in your area, relevant to assessing the strengths and weaknesses of competitor strategies
- K11 the variety of sources and methods for collecting information regarding competitors, including primary research, secondary data and experiences from customers and supplier facing teams
- K12 the importance of competitor information in informing parking strategy and planning
- K13 the role of benchmarking when comparing organisations' parking provision
- K14 the importance of checking the validity of information and of differentiating between objective and subjective data

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