

NETSCOUTING

Netscouting means conducting a systematic information search of the internet. You can use it to find information and data concerning the competition and market situation.

TARGET	TOPIC	TOPIC	TOPIC	SOURCE (HYPERLINK)
What is the target which has been researched?	Decide what the search words and topics are and fill them in in the columns.	Carry out the research and fill the cells in the tool.	Include also qualitative information, that gives you more insight.	Remember to mark the hyperlink to the website where you found the information.