Trendwatching as an effective tool for sustainable entrepreneurship

*Irina S. Petrova*

*PHD, Ass. Professor Department of Management*

*Director of Academic Programmes*

*Business School*

*Lomonosov Moscow State University*

*Email:* [petrova@mgubs.ru](mailto:petrova@mgubs.ru)

[http://mgubs.ru](http://mgubs.ru/)

*Natalia B. Safronova, professor, PhD, Institute of sectoral Management, The Russian Presidential Academy of National Economy and Public Administration. Moscow, Vernadskogo prospect, 82*

*Е-mail:* [safronova@rane.ru](mailto:safronova@rane.ru)

[www.ranepa.ru](http://www.ranepa.ru)

*Myltzev Michail,*

*Bachelor student, Institute of sectoral Management, The Russian Presidential Academy of National Economy and Public Administration. Moscow, Vernadskogo prospect, 82*

*E-mail:* [mylcev.misha@yandex.ru](mailto:mylcev.misha@yandex.ru)

*www.ranepa.ru*

Key words: trendwatching, synergetic method, sustainable entrepreneurship, Eco-efficiency

Introductions: The article deals with *trendwatching* as a method of successful managing entrepreneurship projects in a frame of “volatile market processes”, global political and economic changes. It is important for any start-up project or entrepreneur who wants to establish international business as well. Through the research was shown that all the successful examples\ways of doing business who becomes a new trend all over the world do not depends on geographic location or industry segment. That fact, allows using trendwatching as an instruments for to investigate sustainable business success.

Research problem: Today’s world market – is really difficult structure, where the linear methods of analysis do not work successfully anymore, because doesn’t allow to entrepreneur to predict the future trends and market niche. That’s why the number of articles and the research about the synergetic business models, nonlinear methods in sociology and economics, increasing for the last couple years [1, 2]. But for the entrepreneurs who work in a world of fast and rapid changes it becomes very important to find out the most effective way how to make their business sustainable and minimize the risks. So, the key idea of this research paper conducted with the needs to find out the most effective instruments for to rise up investment attractiveness of the start-up projects and sustainable entrepreneurship via technology of trendwatching.

Objective/research goal: to investigate how to apply the actual methods and technology of trendwatching in entrepreneurship activity, including:

* Systematization of last scientific concepts and trends in marketing research
* Analysis of international best entrepreneurship practice
* Benchmarking of successful experience
* Analysis of companies report and internet resources of information

The research was designed in June-September 2014.

The result of the research describes the actual approaches for developing sustainable enterprises and start-up projects on the base of trendwatching.

*Trendwatching* (comes from English ”trend” - tendency, “watching” - observation) – is monitoring of the key sustainable factors (style, fashion, supply, etc.) who has an influence to a business and allows to make forecast for demanding the products and services in future.

Trendwatching technology play a special role for entrepreneurs and managers, because it allows to orient their businesses, products and services not “for today’s consumer, but for tomorrow”. It means that, they can focused on the future consumer needs, opening the new markets and ahead their competitors in any industrial, social and economical sector. One of the most well know example company “Apple” and Steve Jobs, who did his bet on satisfaction tomorrow needs of consumers to be free, independent, stylish and always be "on contact".

But to create a new product it doesn’t automatically mean to satisfy the consumer’s needs. As entrepreneur you have to predict the needs and future trends, but not just to improve the product with the getting to it a new feathers and devices. So, that’s why the idea of implementation of trendwatching in business is able to maximized the profit of the company.

At the first time "trendwatching" as a phenomenon appeared in 1950s in France with the aim of catching trends in European and American fashion. Nowadays, this term is usually used to refer to the departments of the companies or independent trendwatching agency who are specialized in monitoring of new trends and forecasting the demands for future customer needs.

But, the main problem of this activity is to capture the weak signals in a complex market system and to concentrate financial and human resources in those "bifurcation points", where "non-linear" change the prevailing trends. Thus, one of the main goals of the project developer is the conquest of new markets, the new output and demand by consumers for products or services. However, in recent decades, both in Russia and worldwide in an environment of increased competition and market saturation lead to the fact that it is increasingly difficult to differentiate and find a new niche.

For example, website “Trendwatching.com” - its on-line virtual space for 200 000 monthly subscribers (managers and entrepreneurs, market researchers), who are interested in modern trends and last tendency at real market in a frame of consumer behavior research. This area overlooks the trends in all areas of business, politics, etc., which are daily updated. Research, available in a trending report at “Trendwatching.com”, can be used as a basis to justify the investment attractiveness for new concepts, products and services. For example, the research *«The future of customer service: Five trends that will redefine great service in 2015 and beyond»[[1]](#footnote-2).*

It was made about the prediction of the future trends on the base of customers expectations analysis. The researchers tested in laboratory conditions 1,620 consumers  and 63% of them, said they felt their heart rate increase when they thought about receiving great customer service. For 53% of those tested, receiving great service triggered the same cerebral reactions as feeling loved. So, then they made quite an interesting conclusion: «when it comes to customer service, it's not about what consumers think. Great service is about *feelings»*.

The researchers made quite a huge analysis numbers of  companies, who established a new brands and tendentious for the nearest future. Among the number of the companies were represented: BMW, Amazon, La Petite Syrah, Bank of America end others.

On the base of this analysis they define the trends of customer service future in 2015, which can be used for with the entrepreneurs who wants to increase their competitiveness at the market, among them:

1. PLAN B: Products that come with their own backup plan. In this case companies avoid the customers fear of new products and have a successful launch of new line of products in their segment of market.

2. VIDEO VALETS: Face time, any time. Use face to face contact between client and employee by using up-to- date technologies

3. DELIVER (MORE THAN) THE GOODS: Delivery. And then some services, that the consumers will turn back to you again.

4. SIXTH SENSE: The customer-focused brand has a new sense: info-sense.

5. POLITENESS PAYS: Because good customer service is a two-way street.

        As a result of the research the author have got not only scientific value, but a practical too. Scientific associated with using trendwatching method. Practical have a gigantic meaning for development in practice of Start-up projects and international enterprise, who wants to use the best experience in a way of promote their products and developing business forward. These tendentious do not depends on  geographic location, industry and segment, that allows to use them for business or companies in every segment all over the world.

So, trendwatching provides non-traditional and non-standard approach to the marketing research which is able to grown up rapidly and with a great success because its originally oriented to satisfy the needs of consumers as much as possible with the minimal investments in a frame of time limit.

The final conclusion can be made by identifying the opportunities which can open trendwatching as a method. Especial attention trend watching has to a *young entrepreneurs* who just start their business and have no a huge investment and other advantages at the market. They have to discover a new way to promote their product through «nonlinear» way of thinking and for the business-model they choose.

Reference

* 1. П.О.Логинов, И.С.Петрова, Н.Б.Сафронова. Роль трендвочинга и кейс-менеджмента в современном предпринимательстве [Role of trendwatching and case management in the modern enterprise]: <http://niev.ru/izdatelstvo/vestnik-03-027-2014/>
  2. Safronova N.B. Korneyeva I.Ye. Marketing research. Moscow: Dashkov i K, 2012
  3. Sam Hill 60 Trends in 60 Minutes. Publisher: Wiley/1 edition, 2002.
  4. The Future of customer service: Five trends that will redefine great service in 2015 and beyond // <http://trendwatching.com/trends/future-customer-service/>

1. <http://trendwatching.com/trends/future-customer-service/> [↑](#footnote-ref-2)