## LIST OF FIGURES

Figure 1.1	The Intelligence Hierarchy	4
Figure 1.2	Traditional Distribution Channel	10
Figure 2.1	Intelligence Cycle	27
Figure 3.1	Sampling Procedure Adopted from (Zikmund, 2003)	48
Figure 3.2	Competitive Intelligence Model	55
Figure 4.1	Number of Employees Wise Profile of the Company	75
Figure 4.2	Designation Wise Profile of the Respondent	77
Figure 4.3	Gender Wise Profiles of the Respondents	78
Figure 4.4	Qualification Wise Profile of Respondent	79
Figure 4.5	Competitive Intelligence Process Model	83
Figure 4.6	Output of Competitive Intelligence Process Model	84
Figure 4.7	Divisions of CFA Output	85
Figure 4.8	Competitive Intelligence Context Model	94
Figure 4.9	Output of Competitive Intelligence Context Model	96