

The Competitive Intelligence Activity of Immigrant Entrepreneurs in South Africa

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ABSTRACT The objective of the study was to investigate empirically the competitive intelligence activity of immigrant-owned businesses in South Africa. Immigrant-owned businesses in South Africa face severe competitive pressures. Competitive intelligence is one of the ways to gain and sustain competitive advantage. Data was collected through the use of self-administered questionnaire in a survey. Data analysis included descriptive statistics and the T-test. The results indicate that immigrant entrepreneurs have a good attitude towards competitive intelligence. However, there is no formalised competitive intelligence gathering process. Recommendations on how to improve the competitive intelligence process are suggested.