*Marketing Dynamics* Unit 3

# Activity 3-1 Competition Research

## Directions

You are the marketing manager for the company you selected earlier. It is time to research the competition. This information will be included in the Appendices of your plan.

## Activity

1. Name three competitors for your product or service.

Name of company: <<Place Answer Here>>

Name of company: <<Place Answer Here>>

Name of company: <<Place Answer Here>>

1. Are they direct or indirect competition? Explain your answer.

<<Place Answer Here>>

1. List the different products, features, and other competitive price or nonprice factors for each business here.

<<Place Answer Here>>

1. Create a grid for the direct competitors. Add as many lines as needed.

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| --- | --- | --- | --- | --- |
| **Name of Competitor** | **Location** | **Product Lines** | **Pricing** | **Market Share** |
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|  |  |  |  |  |

1. Create a grid for the indirect competitors. Add as many lines as needed.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of Competitor** | **Location** | **Product Lines** | **Pricing** | **Market Share** |
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1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname\_UnitActivity3-1.docx (i.e., JohnSmith\_UnitActivity3-1.docx).