*Marketing Dynamics* Unit 3

# Activity 3-2 Competitive Analysis

## Directions

Complete the following competitive analysis for three of your direct competitors.

## Activity

1. Refer to the chart below. In the left column, list six features or benefits that are important in your business. These factors should be both price and nonprice factors.
2. Identify three of your direct competitors. Key each competitor name in the remaining columns.
3. Conduct research about these businesses and how they compare to your business. Write a comment about each variable and how that variable competes with your company.

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| --- | --- | --- | --- |
| **Competitive Analysis** | | | |
| <<Your Company Here>> | | | |
| **Feature/**  **Benefit** | **<<Competitor 1 Here>>** | **<< Competitor 2 Here>>** | **<< Competitor 3 Here>>** |
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1. Based on what you learned from this exercise, did you change any of your plans based on this information? If so, go back to the grid you created in Unit Activity 3-1 and update it.

<<Place Answer Here>>

1. Write a unique selling proposition (USP) based on this analysis.

<<Place Answer Here>>

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\_UnitActivity3-2.docx (i.e., JohnSmith\_UnitActivity3-2.docx).