Unit 3

**Activity 3-1 Competition**

**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.

1. Name three competitors for your product or service.

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.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of Competitor** | **Location** | **Product Lines** | **Pricing** | **Market share that company has** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of Competitor** | **Location** | **Product Lines** | **Pricing** | **Your company market share** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

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).