

Name:

Date:

Class:

Lesson 8.2

Check Your Understanding

1. Explain the concept of competition and its impact on businesses. (8.2-1)

Answer:

2. Identify the difference between direct and indirect competitors. (8.2-1)

Answer:

3. List ways conducting a competitive analysis helps a business. (8.2-2)

Answer:

4. Explain the purpose of a unique selling proposition. (8.2-2)

Answer:

5. Discuss the nature of sales forecasts. (8.2-3)

Answer: