

Name:

Date:

Class:

Competitive Analysis

Skill:

- Application (AP)

Time on Task:

- 20–25 minutes

Goal/Purpose:

- The goal of this activity is to create a competitive analysis chart using your chosen business and list a minimum of two of your competitors. Your competitive analysis chart should be similar to Figure 8-7 in the textbook.

You will need to determine your competitors, the features of the products being sold, the pricing of those products, and the target market. After you have completed the chart, answer the following. Your instructor will direct you on the method used to submit this activity.

1. Determine your competitive advantages by answering the following:
Why would customers want to buy from your business instead of from a competitor?

Answer: