

Name:

Date:

Class:

Direct or Indirect Competitors

Skill:

- Analysis (AN)

Time on Task:

- 15–20 minutes

Goal/Purpose:

- The goal of this activity is to determine the direct or indirect competitors for your business.

For this activity, you will describe your business and determine the direct and indirect competitors for your new business. Analyze the competitive advantage your business has over each one. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.

1. Describe your business.

Answer:

2. List businesses that will be your direct competitors.

Answer:

3. List the businesses that will be your indirect competitors.

Answer:

4. How will you have a competitive advantage over each of your listed competitors?

Answer: