

GreenBizz: Competitive Analysis

Now that you have determined that there is an opportunity for your product to successfully enter the market, you now need to identify and evaluate your competition. After identifying and analyzing the competition, you must then discuss how your product will differentiate itself from others. In short, what is your product's competitive advantage? Why would consumers buy your product instead of your competitor's product?

When identifying your competition, think about what goods and services compete for the same consumer dollars. Some competitors might produce very similar products. For example, Nike and Reebok are clear competitors in the athletic shoe market. Some competitors are different in nature, but still compete for the same consumer dollars. For example, Disneyland and the state park system are competitors because both compete for vacation dollars and vacation time.

Once you find your competition you must then discuss how your product differs from your competition. For example, Nike's shoes may provide more arch support than Reebok's shoes. One may be generally cheaper than the other. In the Disneyland/State Parks example, Disneyland may be more expensive but offers Disney characters and the Disney atmosphere. State parks are cheaper and allow children to discover the beauty of nature.

This is a combination individual assignment as well as a group assignment:

- **Brainstorming:** Your group will meet in class and brainstorm about the types of competition that may exist for your project, and who the competitors may be. Each group should identify enough competitors so each person can research 2 different competitors.
- **Individual:** Each person must identify 2 competitors.
 - Provide the name of the competitor and describe their product(s) that compete with yours.
 - Explain in what ways their product is competitive with yours (i.e. fills similar need or want, or provides a substitute).
 - Explain how your product will differentiate itself. Why will consumers spend their money on your product instead of theirs?
- **Group:** Each group must turn in an analysis of the competition and a comparative matrix of the features, functions, and value propositions.
 - Provide the names of the main competitors and explain their products.
 - Explain how each product represents competition.
 - Explain how your product will differentiate itself from the competition.
 - Provide a comparative matrix with a discussion of the differentiators.