



Competitor pricing analysis

Restaurant chain

Mined competitor pricing data from websites to assess the pricing landscape by comparing menu pricing with key competitors in order to understand the historic pricing trends and to forecast the future price changes

Competitor pricing analysis

Situation

- Company wanted to understand its pricing relative to its key competitors by location, so as to evaluate if the premium/discount has been changing over time, and to also inform any future price changes at locations

Accordion Value Add

- Evaluated the competitive pricing landscape (including for its franchise portfolio) by comparing company menu pricing with key competitor at each location within a fixed radius.
- Mined the competitor data directly from the websites so as to streamline the data collection process, and enable us to refresh this every six months

Impact

- Generated insights that the average blended price of the competitor chains is higher than that of client's restaurants
- For Entrees and Desserts, all competitors are higher priced, while for appetizers, only competitor is lower priced than the client

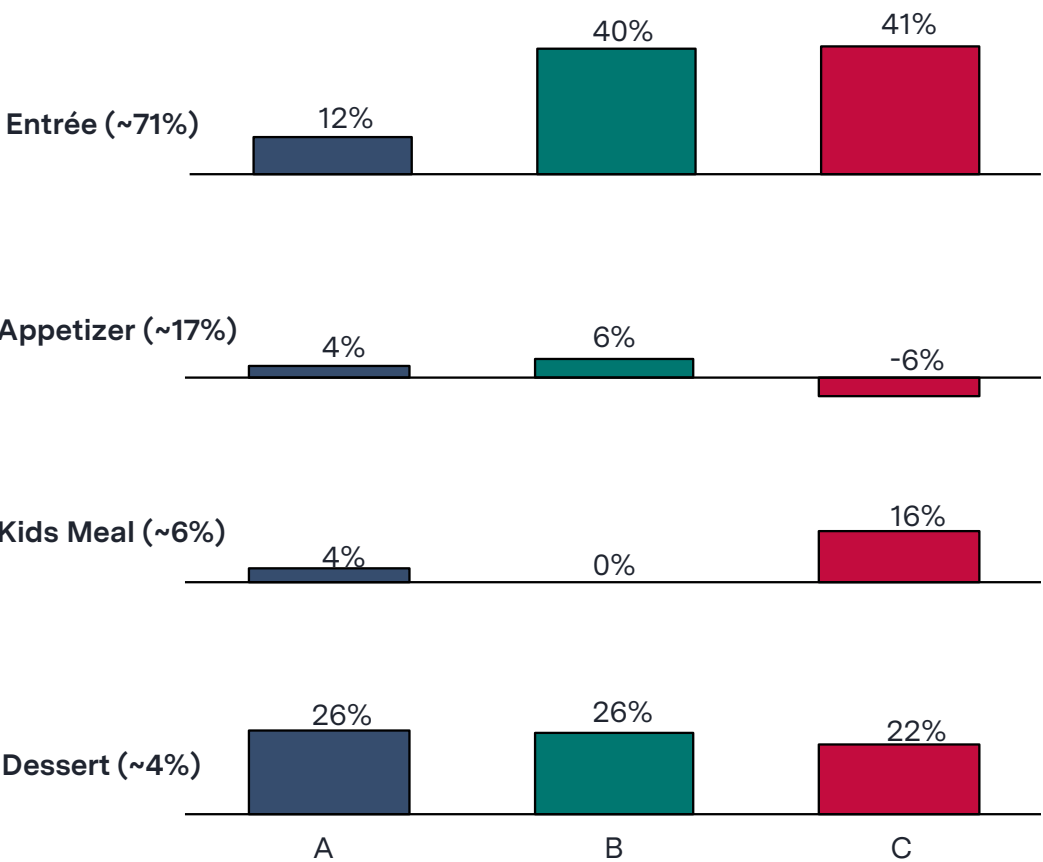
Across all locations, price gap in blended price is higher for all the competitors when compared to the client

Competitor category level price gaps across all locations² relative to Company AR's

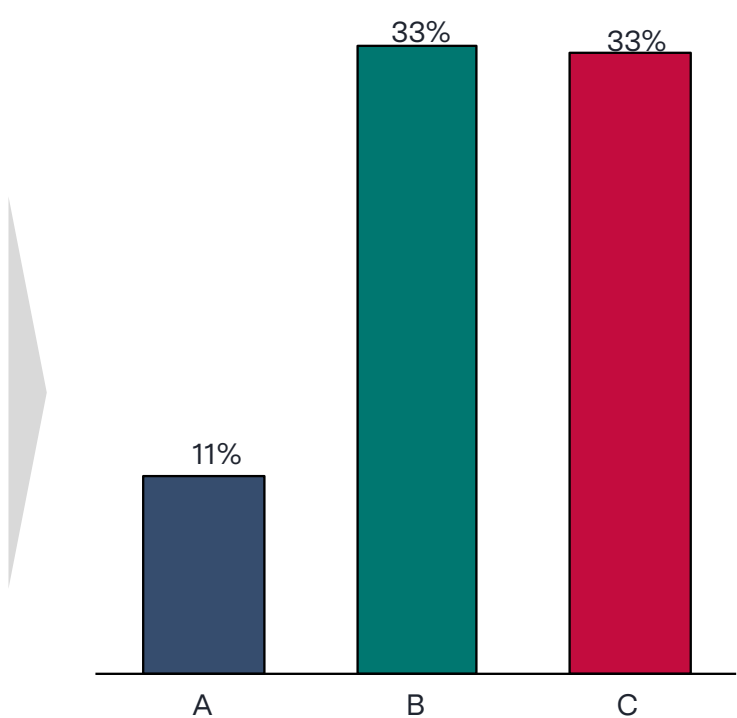
	Competitor A	Competitor B	Competitor C
Entrée	↑	↑	↑
Appetizer	↔	↔	↔
Kids Meal	↔	↔	↑
Dessert	↑	↑	↑
Blended Price ^{3,4}	↑	↑	↑

Price gap at a category level

Price gap¹ in category averages across all locations², %



Price gap in blended price^{3,4}, %



Notes:

- 1 The price gap is with respect to client's average blended prices. Price for a category is the simple average of prices of all items in the category.
- 2 We have considered client and competitor menus
- 3 Blended price for a location sales volume weighted average of category average prices
- 4 Blended price for a competitor is the average of blended prices for all the locations