



Activity 2 - Competition Evaluation and the four Ps

Business English II

Engineering in Software Development

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Introduction

Competition analysis is a fundamental tool for any company, as it allows it to identify its strengths and weaknesses to anticipate market threats and understand the customer perspective, highlighting what makes it unique as a company. This analysis facilitates decision-making in response to competition actions.

Through this activity, we will perform an analysis and comparison of the competition, considering the product chosen in the previous activity. This analysis will allow us to identify the weaknesses and strengths of our product compared to those of the competition. In addition, we will address the concept and importance of 4Ps marketing (product, price, location, and promotion). These factors will allow us to understand how we can best meet the needs and desires of our customers.

In the end, we will be able to apply the knowledge acquired to achieve a competitive advantage in the market and thus implement it in our company, achieving the desired objectives.

Description

As discussed in the previous activity, customer service is essential to meet customer needs and ensure the well-being of any type of business. To maintain a high-quality service and assistance it is essential to perform an analysis of the strengths and weaknesses of three competitors using the four Ps of marketing: Product, price, place, and promotion. In this activity, we are asked to create a competitive analysis table to classify and compare the service offered by our business with that offered by competition, considering both direct and indirect competitors.

This analysis should focus on the four Ps and compare them with those obtained from the competition against the previously selected business. Once this table and comparison is done it is important to write a personal conclusion about the acquired learning and how this can be useful for our work and daily life. In addition, references used for research and the conduct of this activity should be included.

Justification

Marketing is a fundamental part of any company's success and understanding the fundamentals and use of the four Ps allows you to create an effective combination that ensures profitability and competitive advantage. To achieve this, it is important to keep in mind that each company has its own needs and objectives, so when identifying them it is easier to design more effective marketing strategies, always focused on meeting the wishes and needs of their customers. The four Ps of marketing: product, price, place, and promotion are factors that must be considered together to meet these needs and desires, as well as to achieve a competitive advantage in the market and achieve the objectives of the company. In addition, the four Ps facilitate the determination of the budget necessary to execute the strategy, establishing sales and profit projections. This approach allows companies to make accurate and informed decisions that drive long-term growth and profitability.

Development

<u>Analysis</u>

BUSINNES	PRODUCT	PRICE	PLACE	PROMOTION
Coppel	Recruitment	It is a free	Office	Opportunities
	service.	process for the		Site Coppel,
		applicant.		Facebook,
	It is a simple			Hiring Room,
	process and	The average		OCC,
	friendly staff.	time to apply for		employees, and
		a vacancy is 2 to		LinkedIn
	Evaluations can	3 hours.		
	be time-			
	consuming.	The answer to		
		know if you		
		were selected is		
		2 to 3 working		
		days.		

BUSINNES	PRODUCT	PRICE	PLACE	PROMOTION
Wall-Mart	Recruitment service.	It is a free process for the applicant.	The store and office.	Facebook and website.
	Simple and fast process.	The average time to apply for a vacancy is 1 to 2 hours.		
		The time to know if you were selected for the vacancy is 1 to 2 working days.		

BUSSINES	PRODUCT	PRICE	PLACE	PROMOTION
OXXO	Recruitment	It is a free	Offices.	Facebook,
	service.	process for the		website, indeed,
		applicant.		OCC, and
	It is an extensive			LinkedIn.
	process but	The time to		
	provides detailed	apply for a		
	information to	vacancy is from		
	applicants.	4 to 5 hours.		
	The response to	The average		
	the process is	time to know if		
	delayed due to a	you were		
	thorough review	selected for a		
	for the selection	vacancy is 5 to 7		
	of applicants.	working days.		

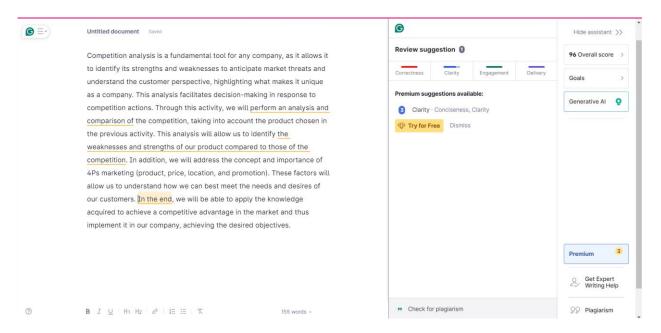
BUSSINES	PRODUCT	PRICE	PLACE	PROMOTION
Office Depot	Recruitment service.	It is a free process for the applicant.	Offices.	Facebook and indeed.
	It is a simple and fast process. The response in the candidate selection is quick.	The time to apply for a vacancy is 1 to 2 hours. The average time to know if you were selected for the vacancy is 1 to 2 working days.		

Comparison

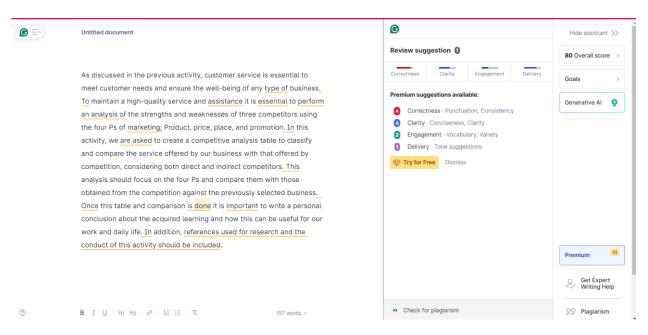
BUSINESS	PRODUCT	PRICE	PLACE	PROMOTION
Coppel (our business)	Recruitment service. It is a simple process and friendly staff. Evaluations can be time-consuming.	It is a free process for the applicant. The average time to apply for a vacancy is 2 to 3 hours. The answer to know if you were selected is 2 to 3 working days.	Office.	Opportunities Site Coppel, Facebook, Hiring Room, OCC, employees, and LinkedIn.
Wall-Mart	Recruitment service. Simple and fast process.	It is a free process for the applicant. The average time to apply for a vacancy is 1 to 2 hours. The time to know if you were selected for the vacancy is 1 to 2 working days.	The store and office.	Facebook and website.
OXXO	Recruitment service. It is an extensive process but provides detailed information to applicants. The response to the process is delayed due to a thorough review	It is a free process for the applicant. The time to apply for a vacancy is from 4 to 5 hours. The average time to know if you were selected for a	Offices.	Facebook, website, indeed, OCC, and LinkedIn.

	of the selection of applicants.	vacancy is 5 to 7 working days.		
Office Depot	Recruitment service.	It is a free process for the applicant.	Offices.	Facebook and indeed
	It is a simple and fast process. The response in	The time to apply for a vacancy is 1 to 2 hours.		
	the candidate selection is quick.	The average time to know if you were selected for the vacancy is 1 to 2 working days.		

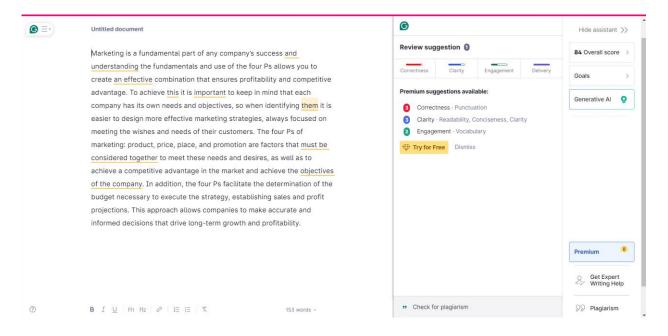
Introduction



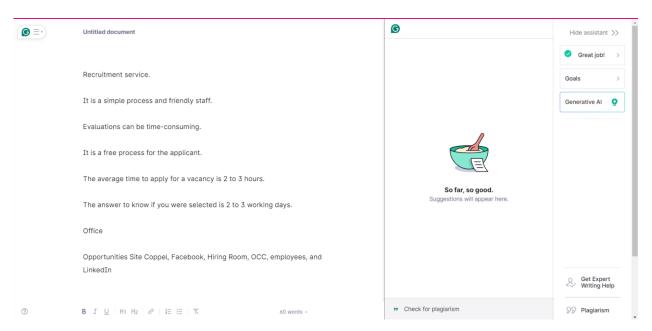
• Description

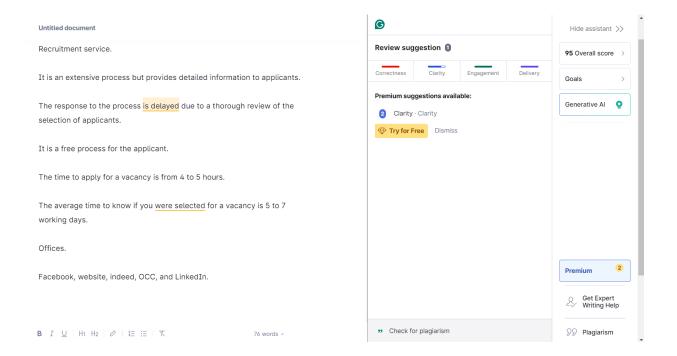


Justification

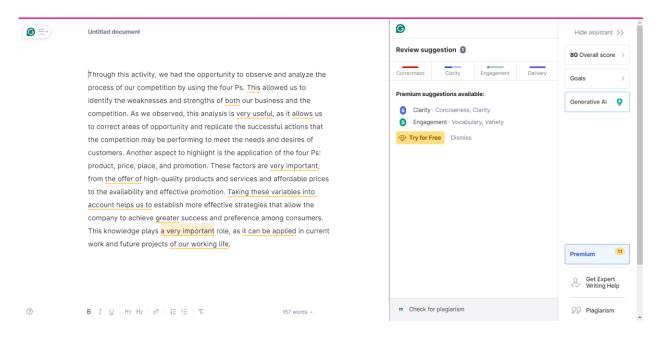


• Analysis and Comparison





Conclusions



Conclusions

Through this activity, we had the opportunity to observe and analyze the process of our

competition by using the four Ps. This allowed us to identify the weaknesses and strengths

of both our business and the competition.

As we observed, this analysis is very useful, as it allows us to correct areas of opportunity and

replicate the successful actions that the competition may be performing to meet the needs and

desires of customers. Another aspect to highlight is the application of the four Ps: product, price,

place, and promotion. These factors are very important, from the offer of high-quality products

and services and affordable prices to the availability and effective promotion. Taking these

variables into account helps us to establish more effective strategies that allow the company to

achieve greater success and preference among consumers. This knowledge plays a very

important role, as it can be applied in current work and future projects of our working life.

Link GitHub: https://github.com/KathyaCh/Competition-Evaluation-and-the-four-Ps.git

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