

Activity 2 – Competition Evaluation and the four Ps

Business English II

Engineering in Software Development

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Date: 26/05/2024

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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

Analysis

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

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

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

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

Comparison

BUSINESS	PRODUCT	PRICE	PLACE	PROMOTION
Coppel (our business)	<p>Recruitment service.</p> <p>It is a simple process and friendly staff.</p> <p>Evaluations can be time-consuming.</p>	<p>It is a free process for the applicant.</p> <p>The average time to apply for a vacancy is 2 to 3 hours.</p> <p>The answer to know if you were selected is 2 to 3 working days.</p>	Office.	<p>Opportunities Site Coppel, Facebook, Hiring Room, OCC, employees, and LinkedIn.</p>
Wall-Mart	<p>Recruitment service.</p> <p>Simple and fast process.</p>	<p>It is a free process for the applicant.</p> <p>The average time to apply for a vacancy is 1 to 2 hours.</p> <p>The time to know if you were selected for the vacancy is 1 to 2 working days.</p>	The store and office.	Facebook and website.
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- Introduction

The screenshot shows a writing assistant interface. The main text area contains a paragraph about competition analysis. The right sidebar shows a 'Review suggestion' panel with a '96 Overall score' and a 'Generative AI' button. The bottom of the sidebar has a 'Premium' button and a 'Check for plagiarism' link.

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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, taking into account 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.

Correctness Clarity Engagement Delivery

Review suggestion 1

Premium suggestions available:

3 Clarity · Conciseness, Clarity

Try for Free Dismiss

96 Overall score >

Goals >

Generative AI

Premium 3

Get Expert Writing Help

Plagiarism

Check for plagiarism

155 words

- Description

The screenshot shows a writing assistant interface. The main text area contains a paragraph about customer service. The right sidebar shows a 'Review suggestion' panel with an '80 Overall score' and a 'Generative AI' button. The bottom of the sidebar has a 'Premium' button and a 'Check for plagiarism' link.

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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.

Correctness Clarity Engagement Delivery

Review suggestion 1

Premium suggestions available:

4 Correctness · Punctuation, Consistency

4 Clarity · Conciseness, Clarity

2 Engagement · Vocabulary, Variety

1 Delivery · Tone suggestions

Try for Free Dismiss

80 Overall score >

Goals >

Generative AI

Premium 11

Get Expert Writing Help

Plagiarism

Check for plagiarism

157 words

- Justification

Untitled document

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.

Review suggestion

Correctness

Clarity

Engagement

Delivery

Premium suggestions available:

3

Correctness · Punctuation

3

Clarity · Readability, Conciseness, Clarity

2

Engagement · Vocabulary

Try for Free

Dismiss

Check for plagiarism

Hide assistant >>

84 Overall score >

Goals >

Generative AI

Premium 8

Get Expert Writing Help

Plagiarism

- Analysis and Comparison

Untitled document

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

So far, so good.

Suggestions will appear here.

Check for plagiarism

Hide assistant >>

Great job! >

Goals >

Generative AI

Get Expert Writing Help

Plagiarism

11

Untitled document

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 of the selection of applicants.

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 vacancy is 5 to 7 working days.


Offices.

Facebook, website, indeed, OCC, and LinkedIn.

B *I* U | H1 H2 |  |   

76 words 



Review suggestion 

Correctness

Clarity


Engagement

Delivery

Premium suggestions available:

2

 Clarity · Clarity


 Try for Free


Dismiss


Hide assistant >>


95 Overall score >


Goals >

Generative AI 

Premium 

 Get Expert Writing Help

 Plagiarism

 Check for plagiarism

12

- Conclusions

Untitled document

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.

1

B I U H1 H2 | | | | |

157 words

Review suggestion 1

Correctness

Clarity

Engagement

Delivery

Premium suggestions available:

4

Clarity - Conciseness, Clarity

5

Engagement - Vocabulary, Variety

Try for Free

Dismiss

Check for plagiarism

Hide assistant >>

80 Overall score >

Goals >

Generative AI

Premium 11

Get Expert Writing Help

Plagiarism

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.

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

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