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To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



## Activity Overview

In this activity, you will perform a competitive analysis by gathering and analyzing information about the competitors of an e-commerce business. For your analysis, you will perform secondary research on each competitor's background story, customer service, content strategy, marketing strategy, shipping and return policies, and product details. Secondary research is a fast and budget-friendly way to start your market research. Using the internet to research information on your competitors is one of the ways you can perform secondary research.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

### Scenario

Review the scenario below. Then complete the step-by-step instructions.

For the past year, you've been working for an e-commerce company with multiple online stores. The company specializes in home goods. Recently, the company has identified an opportunity in the market for eco-friendly bath products. They are planning to launch a new e-commerce store that sells sustainable bath products to customers worldwide, called Bath EcoShop.

The company needs to conduct market research to understand consumers' needs and preferences regarding eco-friendly bath products. They would like to focus specifically on bath towels.

Your manager has asked you to perform secondary research by analyzing three competitors who sell organic or eco-friendly bath towels.

The competitor analysis template is divided into five sections:

General information

Content strategy

Marketing strategy

Customer service and policies

Product comparison for bath towels

### Step-By-Step Instructions


#### Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Competitive analysis](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity Template\\_Compertitive analysis](#)  
[XLSX File](#)

*Note: The example company (Sustainable Home, Inc.) is fictional and you should not visit the website URL link.*

#### Step 2: Add your competitors to the template

Include at least three competitors in your competitive analysis spreadsheet. You may choose to include competitors of a similar size, such as a small online retailer that only sells organic bath towels and bedding, along with larger competitors, such as an online retailer that sells organic bath towels and a wide variety of other products.

You can identify competitors by searching online for a phrase like “eco-friendly bath towels” or “organic bath towels.” Enter your competitors’ names in the Competitor name column in the template.

Analyzing multiple competitors gives you a broader view of the competition that currently exists in the market.

Step 3: Add general information about the competitor

Visit the competitor’s website, explore the types of products they sell, and read the company’s “about us” page to find out more about the company’s background story.

Then fill in the information in the following columns:

Website: Add the competitor’s website (URL).

Types of products sold: List the types of products that the company sells. You might find this information in the navigation menu.

Background story: Describe the company’s background story. You might find this information on the company’s “About Us” or “Our Story” page.

Gathering general information provides an overview of each competitor and helps you understand how they got started and what values are important to them.

*Note: If the information for a specific column is not available (for example, if the competitor doesn’t have an “About Us” page or offer a rewards program), you can enter “None” in the corresponding cell.*

Step 4: Add the competitor’s content strategy

Explore the competitor’s website to find the types of website content and social media platforms they use to engage customers.

Then fill in the information in the following columns:

Website content: List the different types of content available on the competitor’s website. For example, a blog, articles, buying guides, an FAQ page, a product catalog, or other types of content.

Social media platforms: List the social media platforms the company uses to engage with customers. You might find links to the company’s social media pages in the navigation menu.

Analyzing the content strategy provides deeper insight into how each competitor uses their website content and social media channels to educate and engage with their customers.

Step 5: Add the competitor’s marketing strategy

Search for information about the competitor’s marketing strategy on their website, including any current sales promotions, special offers or incentives for new email subscribers, and rewards program details.

Then fill in the information in the following columns:

Current sales promotion: Describe the current sales promotion, if any, on the competitor’s website. You might find this on the homepage or on a category page.

Email signup incentive: Describe any special offers or incentives for new email subscribers.

Rewards program: Describe the competitor’s rewards program, if they have one. Include a short summary of the main benefits of the program, such as free shipping exclusively for rewards members or the ability to earn loyalty points on every purchase.

Analyzing the marketing strategy provides deeper insight into how each competitor finds new customers and engages their existing customers.

Step 6: Add the competitor’s customer service and policies

Search for information about the competitor’s customer service, shipping, and return policies on their website.

Then fill in the information in the following columns:

Customer service: Enter the customer service contact methods available on the website, such as a phone number, email address, contact form, chat function, or other format. You might find this information on the homepage.

Shipping: Describe any shipping promotions, such as free shipping on all orders, free shipping with a minimum purchase, or a flat-rate shipping fee, such as \$5 shipping on all orders. If available, you can also list other shipping options the store offers, such as expedited or international shipping.

Return policy: Describe the competitor’s return policy. You might find this information in the navigation menu.

Analyzing the customer service, shipping, and return policies provides deeper insight into the customer experience each competitor provides.

Step 7: Add the product comparison for bath towels

Choose a single bath towel product on the competitor's website and visit the product page for this specific bath towel.

Then fill in the information in the following columns:

Bath towel product title: Enter the product title, which is often located at the beginning of the product page.

Bath towel product page URL: Copy and paste the URL for the product page found on the competitor's website.

Organic or eco-friendly materials: Add any details from the product page about materials used to make the product. For example, the product might be made with bamboo and cotton.

Types of product images: Review the product images that the competitor uploaded to the product page. Describe the types of images featured, such as multiple colors, zooming in on the texture, or demonstrating the product in use.

Types of product videos: Review the product videos, if any, that the competitor uploaded to the product page. Describe the types of videos featured, such as videos that demonstrate the product in use, how to care for the product, or an overview of the manufacturing process or the types of materials used.

Customer reviews: Search for the customer ratings and review section on the product page. Examine the options available for customers to leave a review, such as ratings, written reviews, images, and videos.

Regular price: Enter the regular price for the product that's listed on the competitor's website.

Analyzing the product detail page provides deeper insight into how each competitor prices and sells its products.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed competitive analysis:

At least three competitors

General information about each competitor

Information about each competitor's content strategy

Information about each competitor's marketing strategy

Information about each competitor's customer service, shipping, and return policies

Product information for three bath towels (one for each competitor)