**Building on your earlier activity, list all the ways in which a company can compete. Be specific. Think of combination strategies. Provide 5 examples.**

* McDonalds – Low-cost products, consistent quality, fast service, convenient locations, family friendliness.
* Amazon – Higher-Cost, very accessible, fast service and convenient returns.
* B&H – Medium Cost, accessible, higher expertise, not as fast of service but still very respectable.
* Deer Valley – Higher cost, higher quality, family friendliness, complimentary benefits.
* Apple – Higher Cost, higher/more reliable quality, fast service, long term support.
* Smiths – Lower Cost, lower quality, slower service.
* Harmons – Higher Cost, higher quality, faster service.
* Canyon Bikes – Lower Cost, Lower Quality, no ability to look at item before purchasing (not necessarily customizability drawback but other issues arise).