

It is always important to compare your firm with the competition. Are you as strong as you think? Are you keeping up with the competition? Are you leading the competition?

YOUR TASK

In the Workspace, take some time to review the tactical decisions and performance of each competing firm. You may review this information as a summary (encompassing all cities), or you can select to view detailed reports by city.

DECISION TIP

Some of the information in the Workspace is provided free of charge. This includes the results of the Balanced Scorecard, the number of brands for sale, or the number of sales outlets.

If you want to receive complete information about your competition, you should purchase the complete set of Marketing Research for the next quarter.