

## Competitors' Web Sales Decisions

Nexus Inc. Quarter 6

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It is likely that your competition is now pursuing a web distribution strategy. By comparing your relative success to that of the competition, you can:

- discover which tactics represent a better investment.

- determine the aggressiveness of your competition and what you might expect from them in the future.

### **YOUR TASK**

Review the decisions of your competitors in the web sales channel.