



Start-Tech Academy

Analyzing Competition

Product comparison

- If our product is better => We charge a price premium
- If Competitor's product is better => We need to deduct the perceived value of that feature from our price



Analyzing Competition

Response to Price change

- Analyze Competitor's pricing objective
- If competitor's objective is maximizing market share, Competitor will match the price cut
- If competitor's objective is profitability or product-quality leadership, Competitor can react by increasing advertising budget to brand the product as of higher quality

