

**Business English II**

**Activity 2. Competition Evaluation and the four Ps**

**Software Development Engineering**

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## Introduction

In Activity 1, the customer service of Coppel's Digital Call Center, in which the sales department plays a key role, was evaluated. Customer service is fundamental for Coppel to differentiate itself from its competitors, and this analysis sought to understand how the company manages customer satisfaction through its digital communication channels. Based on that context, a comparative analysis of one of the best-selling products in the market, the 50-inch Smart TV screens, was also conducted for this activity.

To contextualize, the 4Ps (Product, Price, Place, and Promotion) of Coppel were compared against other stores such as Liverpool, Elektra, and Valdez Baluarte. This analysis revealed that Coppel stands out for its more affordable prices compared to its competitors, offering flexible financing through its Coppel Credit system. In terms of promotion, its strategy includes the use of television, social networks, and physical catalogs. When evaluating the sales behavior of products such as 50" screens, it was identified that the most competitive prices are those of Coppel, which influences its success compared to other stores that offer more premium options at a higher price.

## Description

Customer service is critical to ensuring customer satisfaction and the success of any business. It is about meeting customers' needs and expectations by providing a service that not only solves problems but also improves the overall experience. To achieve this, it is crucial to identify the key elements that can optimize customer service practices, such as speed of response, quality of assistance provided, and personalization of service.

In the proposed activity, an analysis of the 4Ps (Product, Price, Place, and Promotion) of three competitors is suggested to identify their strengths and weaknesses in terms of customer service. This allows for comparing the company's performance and service with that of its competitors, observing which strategies are more effective and where there may be opportunities for improvement.

To do this, it is recommended that a competitive analysis table be drawn up, comparing aspects such as product quality, prices, location or coverage, and promotional strategies. This will provide a clear view of the areas in which the company excels or may need to improve compared to its competitors, thus improving its customer focus.

## **Justification**

The justification for conducting an analysis of the 4Ps (Product, Price, Place and Promotion) and their comparison among competitors, as part of the evaluation of customer service, lies in the fact that these factors are essential for customer satisfaction and business success. Identifying how companies are positioned in terms of product, price, accessibility, and promotion, allows to detect areas for improvement and competitive advantages. In the context of Coppel's Digital Call Center, analyzing competitors such as Liverpool, Elektra and Valdez Baluarte, offers a clear vision of how the company can adjust and exceed customer expectations.

For example, Coppel excels in its flexible financing strategy and affordable prices, key aspects that appeal to price-sensitive customers. However, to compete on quality of service, personalization of service and ease of access through its multiple channels is crucial. In addition, observing the promotional strategies of other companies can help improve customer loyalty.

Ultimately, analyzing these factors from the customer's perspective not only improves service, but also optimizes service practices by integrating innovations based on the real needs of the market and the strengths and weaknesses of the competition.

## Development

- **Analysis**

Here is the table of the analysis of one of the most sold items at Coppel and its competitors, detailing the brand of the item and the price range.

BUSINESS	PRODUCT	PRICE	PLACE	PROMOTION
Liverpool	Smart TV 50" LG	\$10,699 - \$12,499	in store and online	Coppel website, Facebook, YouTube and physical catalogs distributed in stores and homes.
Elektra	Smart TV 50" LG	\$10,499 - \$12,999	in store and online	Website, social networks such as Facebook and YouTube, and television advertising. They also distribute physical catalogs in their branches.
Valdez Baluarte	Smart TV 50" Hisense	\$9,500 - \$11,500	in store and online	Website, social networks such as Facebook and YouTube, and television advertising. They also distribute physical catalogs in their branches.
Coppel	Smart TV 50" Samsung	\$8,999 - \$11,999	in store and online	Advertising on television, radio, Coppel's website, social networks such as Facebook and YouTube, and physical catalogs distributed in stores and homes.

- **Comparison**

### Liverpool

Liverpool is betting on a catalog of 50-inch Smart TVs from premium brands such as Samsung and LG, with prices ranging from \$10,699 to \$12,499. It focuses on a more sophisticated audience, with stores located in shopping malls and an online platform that offers free shipping. Its promotion focuses on high-visibility channels, such as television, its Liverpool Pocket app, and social networks such as Instagram and Facebook, combining interest-free months with promotional events such as the Buen Fin.

### Elektra

Elektra sells LG and Samsung 50-inch screens focusing on mid-high-end products, and prices close to \$12,999. It has a wide geographic coverage with 1,100 branches in Mexico, and its promotions concentrate on offering affordable financing through Crédito Elektra, with campaigns on television, social networks, and physical catalogs. Elektra is also known for its long-term payment plans, which makes it attractive to consumers seeking flexibility.

## Valdez Baluarte

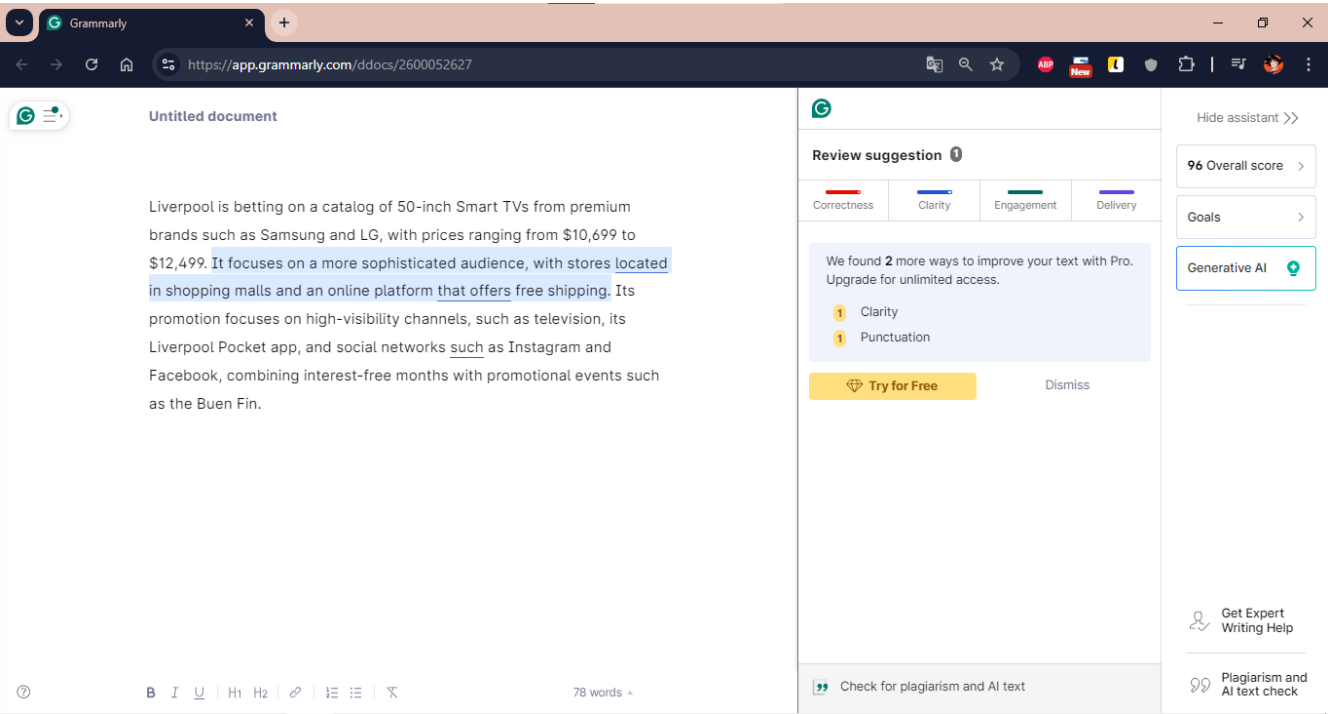
Valdez Baluarte is a regional store that competes with large chains by offering 50-inch Samsung and Hisense screens at competitive prices, between \$9,500 and \$11,500. Its strategy is based on meeting local needs with a personalized approach, promoting its products mainly through regional radio and television, and through social networks. Its local financing scheme makes it a flexible option in the areas where it operates, with less competition from large chains.

## Coppel

Coppel stands out for offering technology products such as 50-inch Samsung screens at affordable prices (\$8,999), with an emphasis on providing financing options through its credit system. With more than 1,500 branches, it has extensive coverage in both rural and urban areas. Its promotional strategy includes mass media such as television, and radio, and a strong focus on social networks and physical catalogs, which complements its digital presence and supports its focus on attracting a middle-class audience.



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## Conclusion

The comparative analysis of the 4Ps (Product, Price, Place and Promotion) between Coppel and its competitors, such as Liverpool, Elektra and Valdez Baluarte, reveals both strengths and opportunities for improvement for Coppel in the context of its customer service. Coppel stands out for its competitive pricing and flexible financing scheme, which makes it accessible to a broad customer base. However, in the face of competitors such as Liverpool, which handles high-end products and a more sophisticated shopping experience, Coppel should consider strengthening service personalization and improving its presence in premium product segments.

Promotion plays a key role, and although Coppel uses traditional media such as television and catalogs, the growth of social media and digital marketing opens an opportunity to innovate in how it approaches the customer and offers value. Moreover, Coppel's geographic coverage gives it a significant advantage over competitors more concentrated in urban areas, reinforcing its presence in less saturated regions.

This analysis highlights that to continue improving its customer service, Coppel must focus on optimizing not only access to products, but also service quality, maintaining its competitive pricing strategy while adjusting its promotion and service methods.

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