

FINAL COMPETITIVE ANALYSIS

Long Pham

Suman Shrestha



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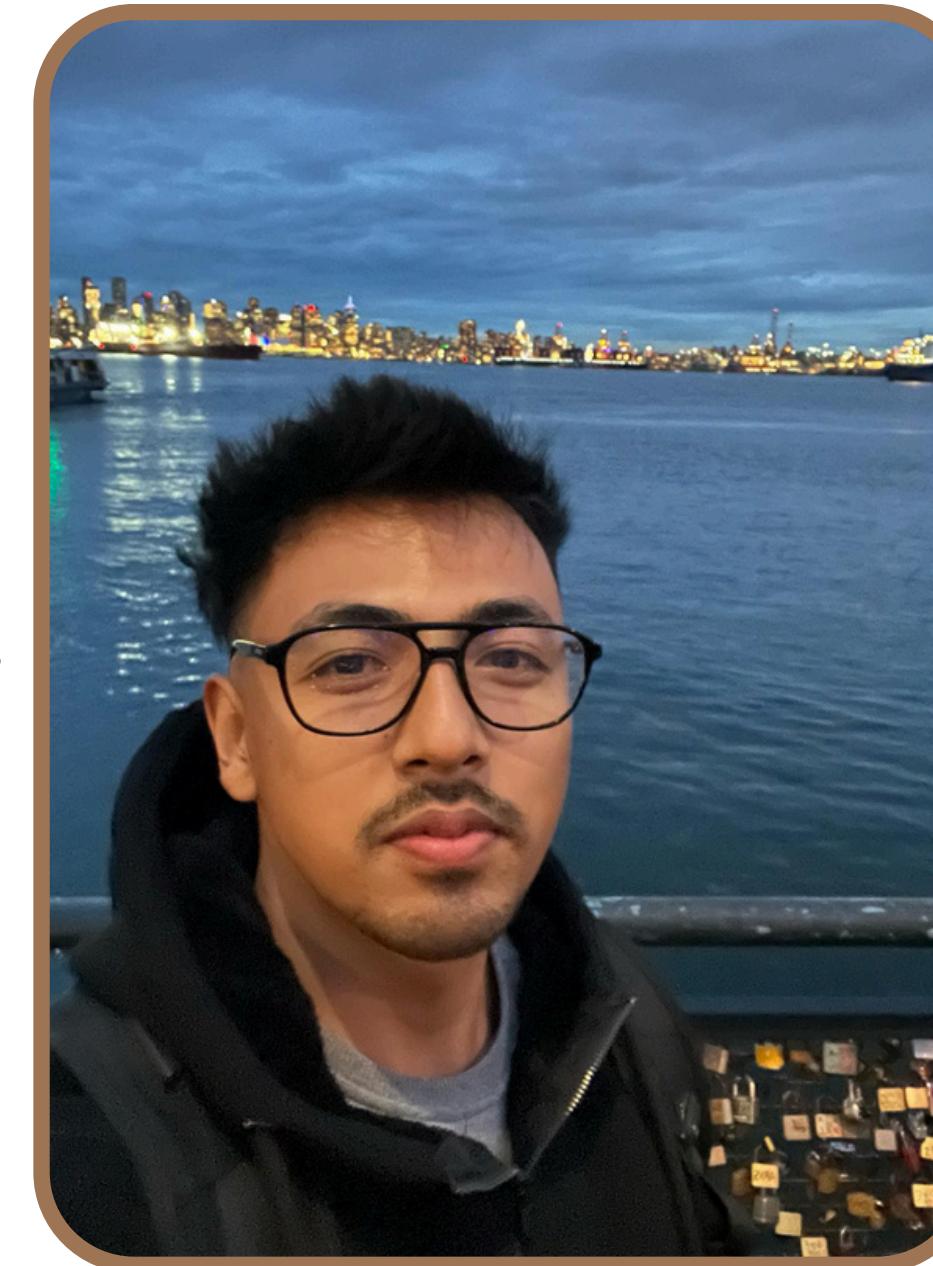
01. INTRODUCING OUR BEST TEAM



LONG PHAM

DATA ANALYTICS

- MBA in Marketing
- BA in Finance
- Current Data Analytics student at Langara
- Working experience as Microsoft contractor



SUMAN SHRESTHA

DATA ANALYTICS

- BA in Computer Science
- First class honors
- Current Data Analytics student at Langara
- Three year software development experience

CONTACT US

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02. BRIEF INDUSTRIAL ANALYSIS (U.S.)

DESCRIPTION



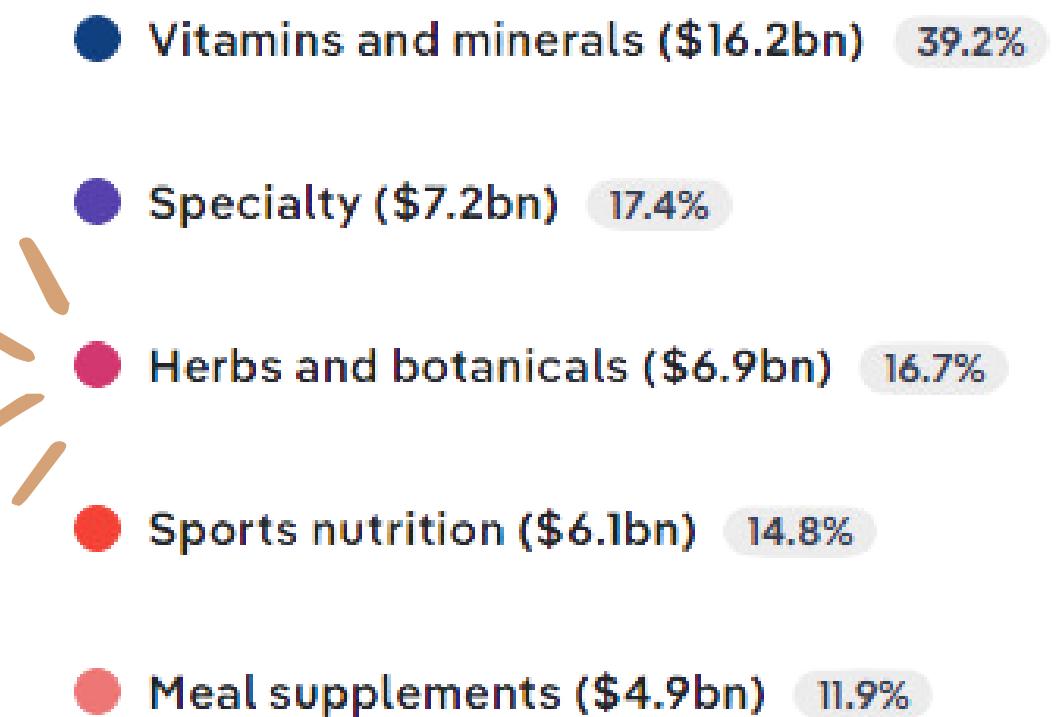
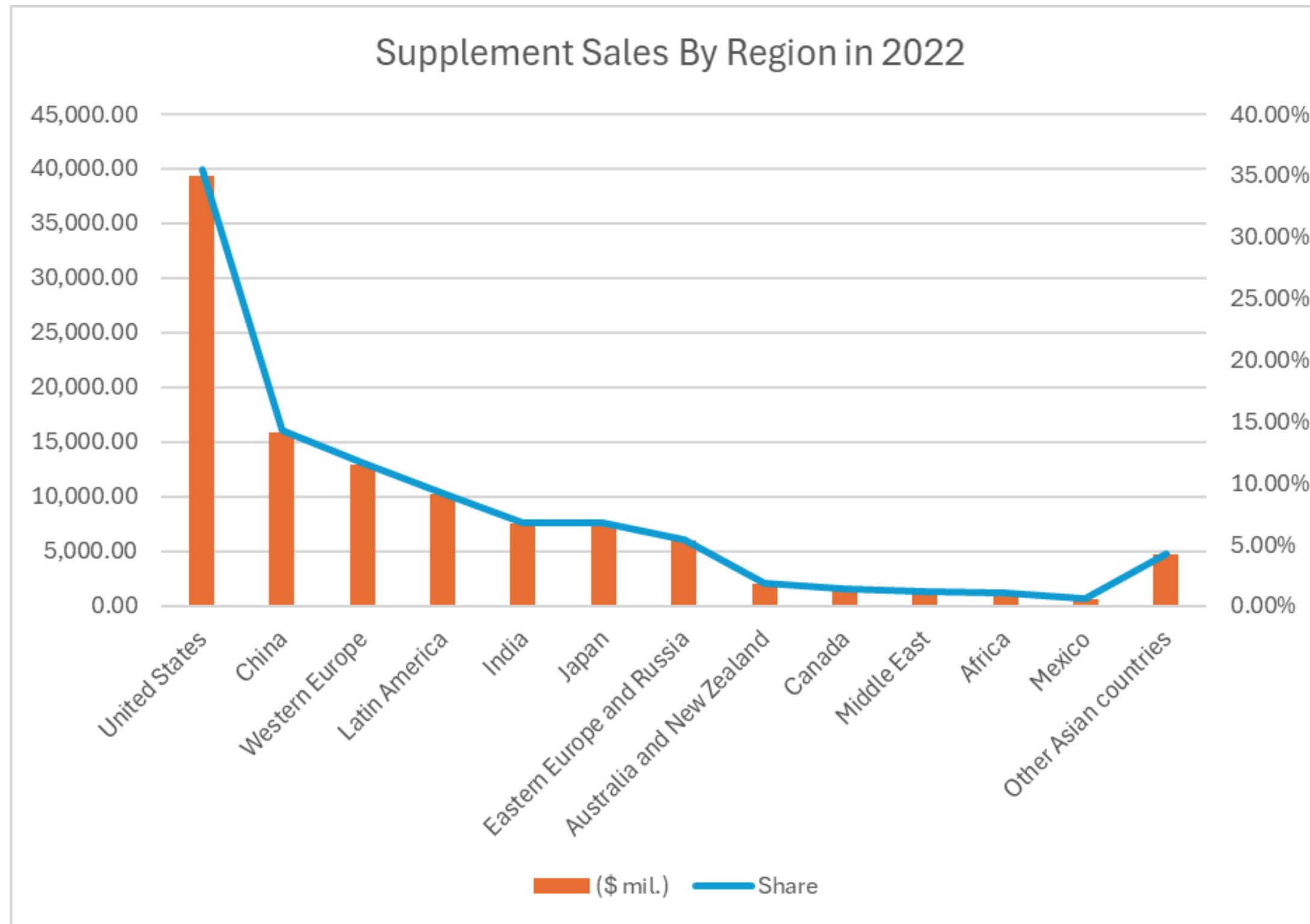
Analyzing Industry Revenue



Analyzing Market Share



02. BRIEF INDUSTRIAL ANALYSIS



Revenue of US market is around **25 times bigger** than Canada (35.44% to 1.45% market share respectively)

02. BRIEF INDUSTRIAL ANALYSIS (CONTINUE)

\$41.2bn

TOTAL INDUSTRY REVENUE (2024)

Source: IBISWorld, Vitamin & Supplement Manufacturing

Segment	2024 Total Revenue (\$m)	2024 Market Share (%)	2029 Market Share Forecast (%)
<u>0-4 Employees</u> Average Revenue: \$1.6m	1,148	2.8	4.7 increasing
<u>5-9 Employees</u> Average Revenue: \$2.8m	618	1.5	2.2 increasing
<u>10-19 Employees</u> Average Revenue: \$5.1m	1,018	2.5	3.6 increasing
<u>20-99 Employees</u> Average Revenue: \$16.8m	3,169	7.7	8 increasing
<u>100-499 Employees</u> Average Revenue: \$56.5m	6,272	15.2	15.4 increasing
<u>500+ Employees</u> Average Revenue: \$537.1m	29,001	70.3	66.1 decreasing

Smaller companies are taking over market share from larger corporations, presenting a significant opportunity.

03. DESCRIPTIVE ANALYSIS

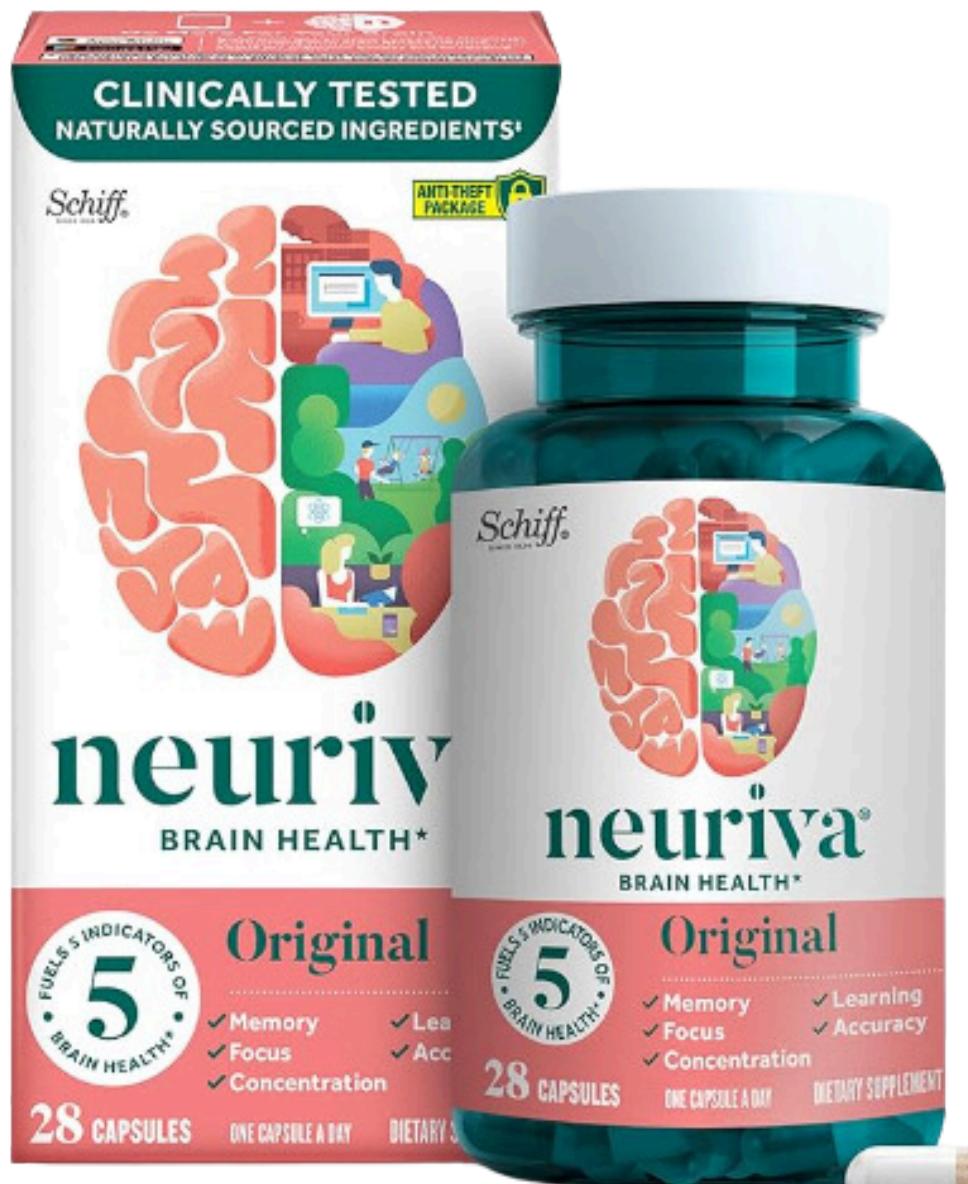
DESCRIPTION



We analyze all the features from the most common competitor products



03. DESCRIPTIVE ANALYSIS



Neuriva Original

Price: CA\$52.12

4.3 Stars over 4300 ratings on US Amazon

Advertised as a good supplement for memory, focus, learning



Full Spectrum Coffee Cherry

Price: CA\$9.48

4.5 Star over 300 Rating on US Amazon

Advertised to deliver essential nutrients to the body supporting protection and health defense

03. DESCRIPTIVE ANALYSIS (CONTINUE)

Neuriva Original

DIRECTIONS: Adults (18 years and older) take one (1) capsule daily.

Supplement Facts

Serving Size	1 Capsule
Amount Per Serving	% Daily Value
Coffee Fruit Extract (<i>Coffea arabica</i>) Neurofactor®	100 mg
Phosphatidylserine	100 mg

†Daily Value not established.

Other Ingredients:
cellulose, capsule (hydroxypropyl methylcellulose, carrageenan, titanium dioxide, pectin), rice bran, silicon dioxide
CONTAINS SOY.




Full Spectrum Coffee Cherry

Supplement Facts

Serving Size 1 Veggie Capsule

Supplement Facts

Amount Per Serving	% Daily Value
Coffee Cherry (<i>Coffea arabica</i>) (fruit)	200 mg*

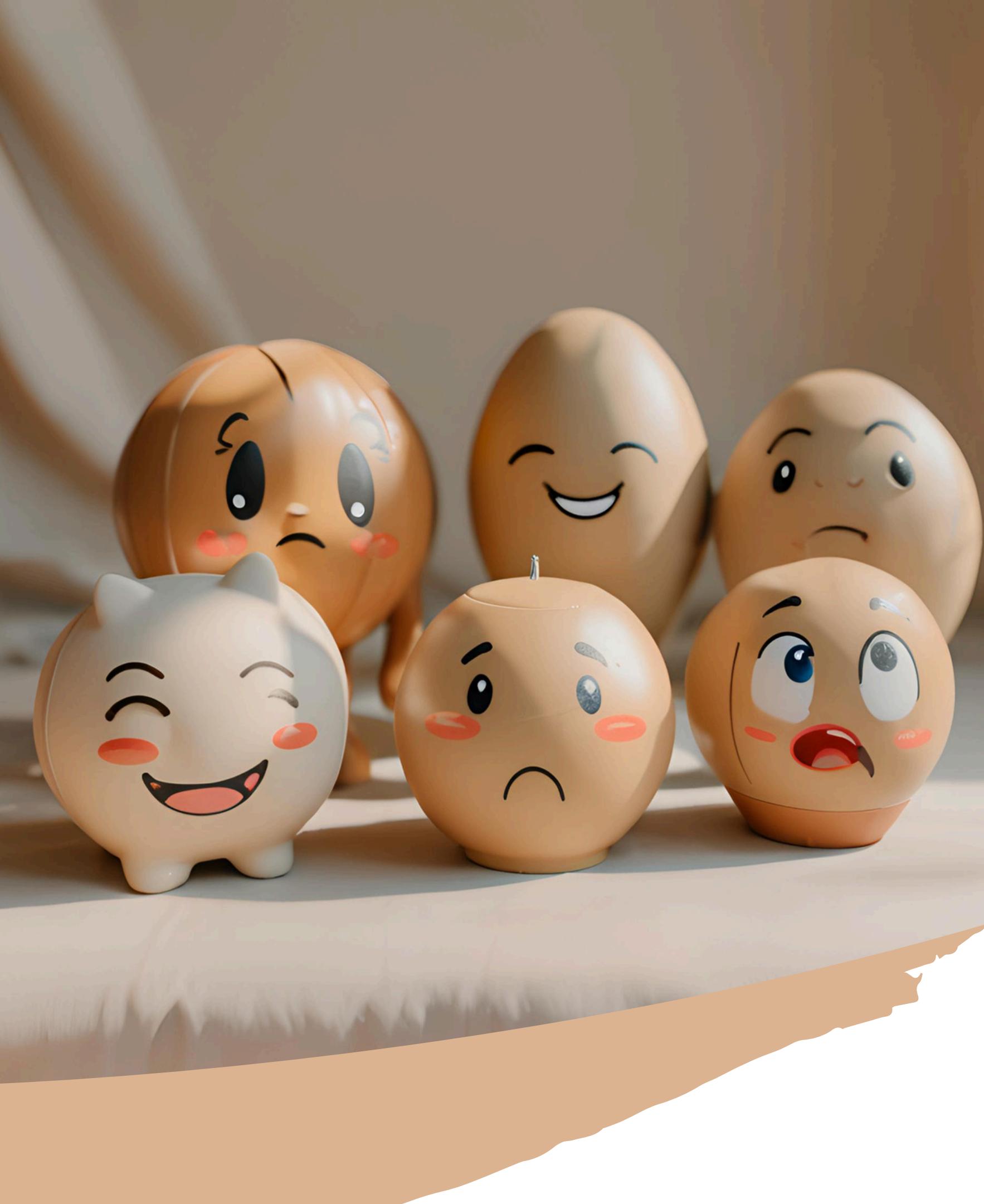
*Daily Value not established.

Other ingredients: Brown rice bran, hypromellose (vegetable capsule), calcium palmitate, silica.

Suggested Use: As a dietary supplement, take one veggie capsule one to two times per day with water.

The key difference is Phosphatidylserine, which takes 50% of the ingredient of Neuriva.

As a result, the key to success is to build a sustainable competitive advantage



04. SENTIMENT ANALYSIS

DESCRIPTION

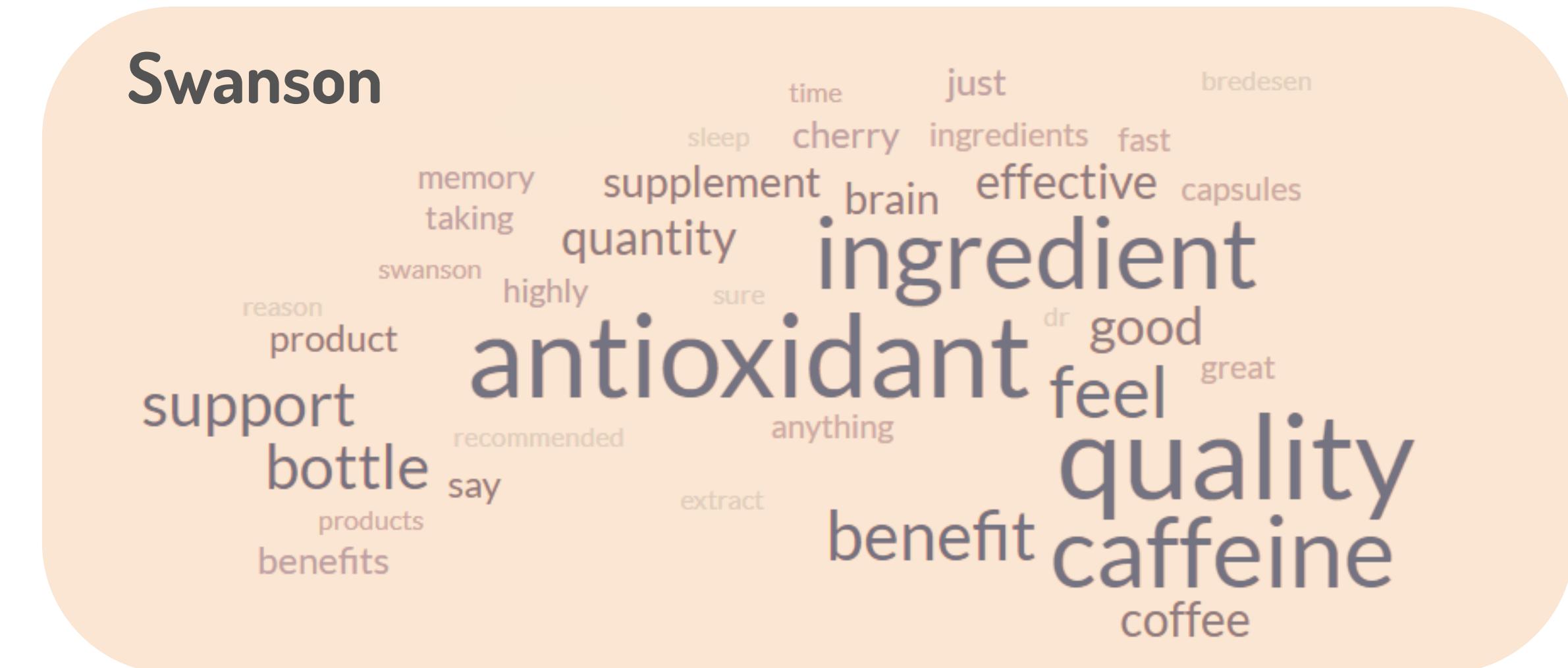
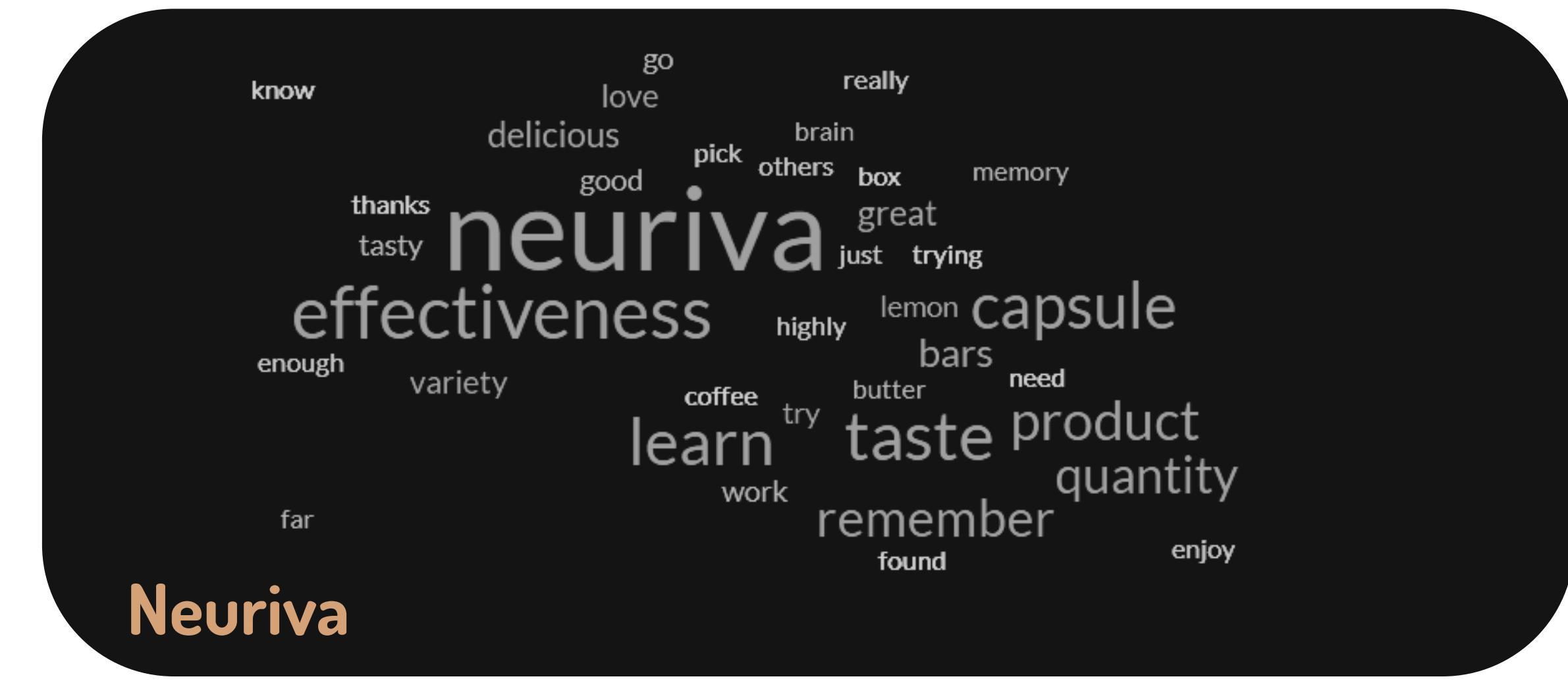


Recurring topics

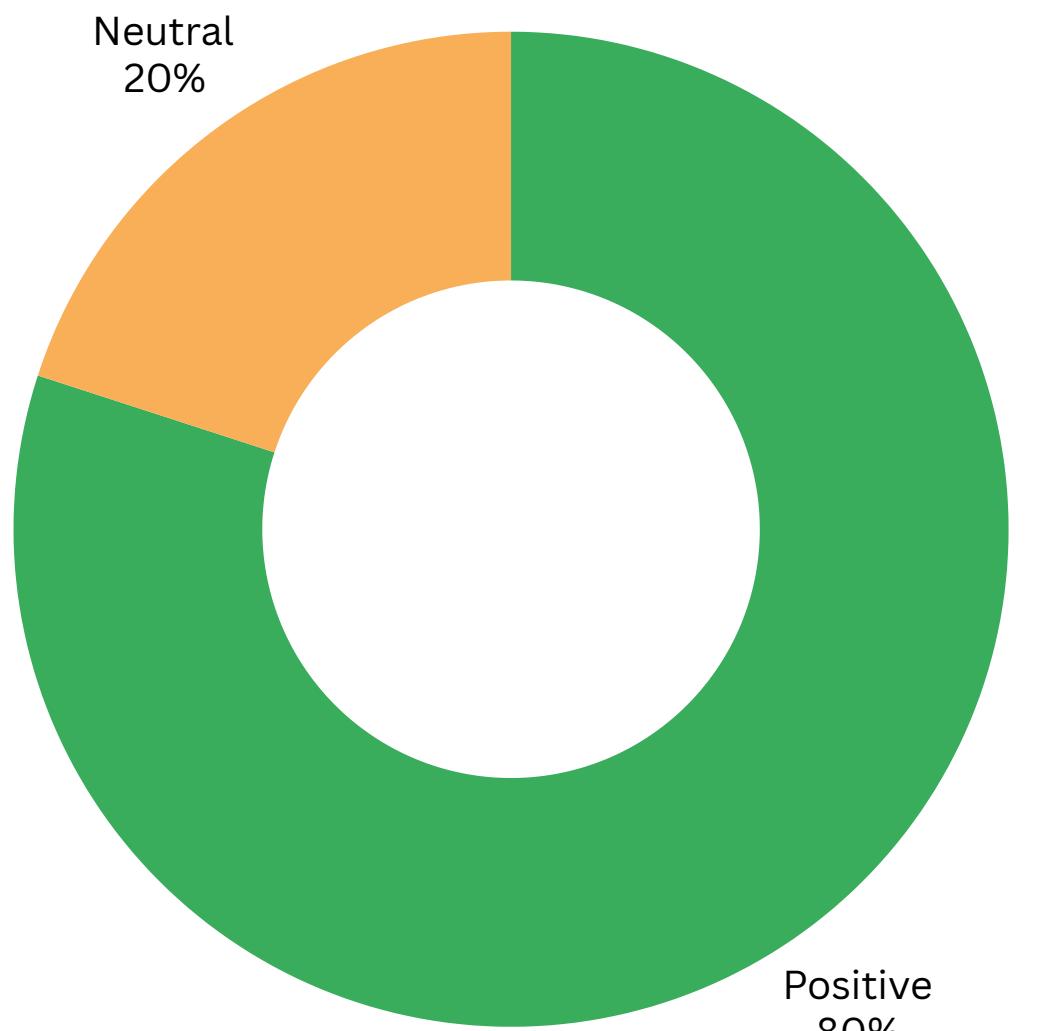


Ratio of positive and negative sentiments

04. SENTIMENT ANALYSIS (TOPICS)

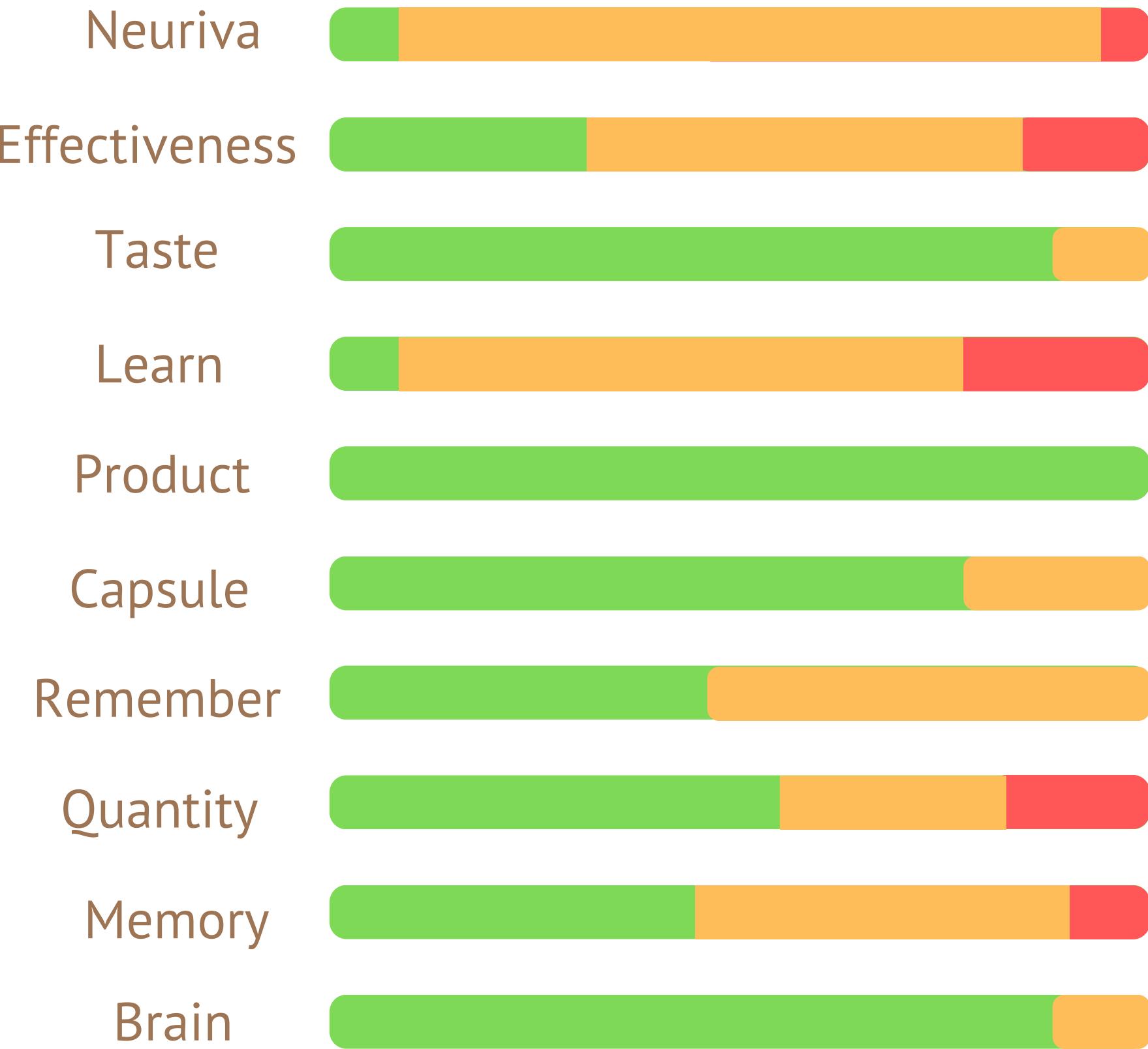


04. SENTIMENT ANALYSIS (RATIO)

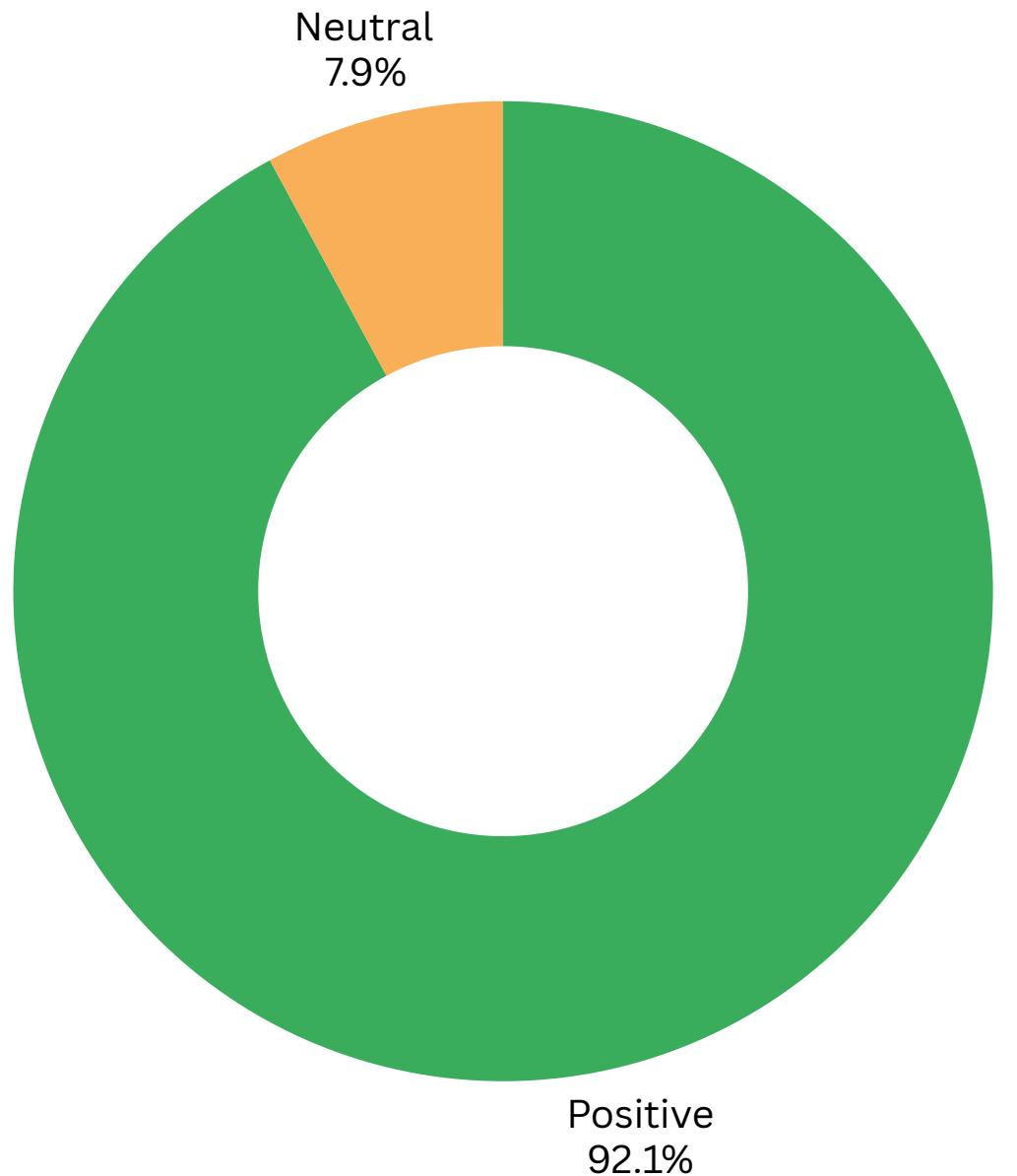


Review in total for Neuriva Original

Neuriva Original

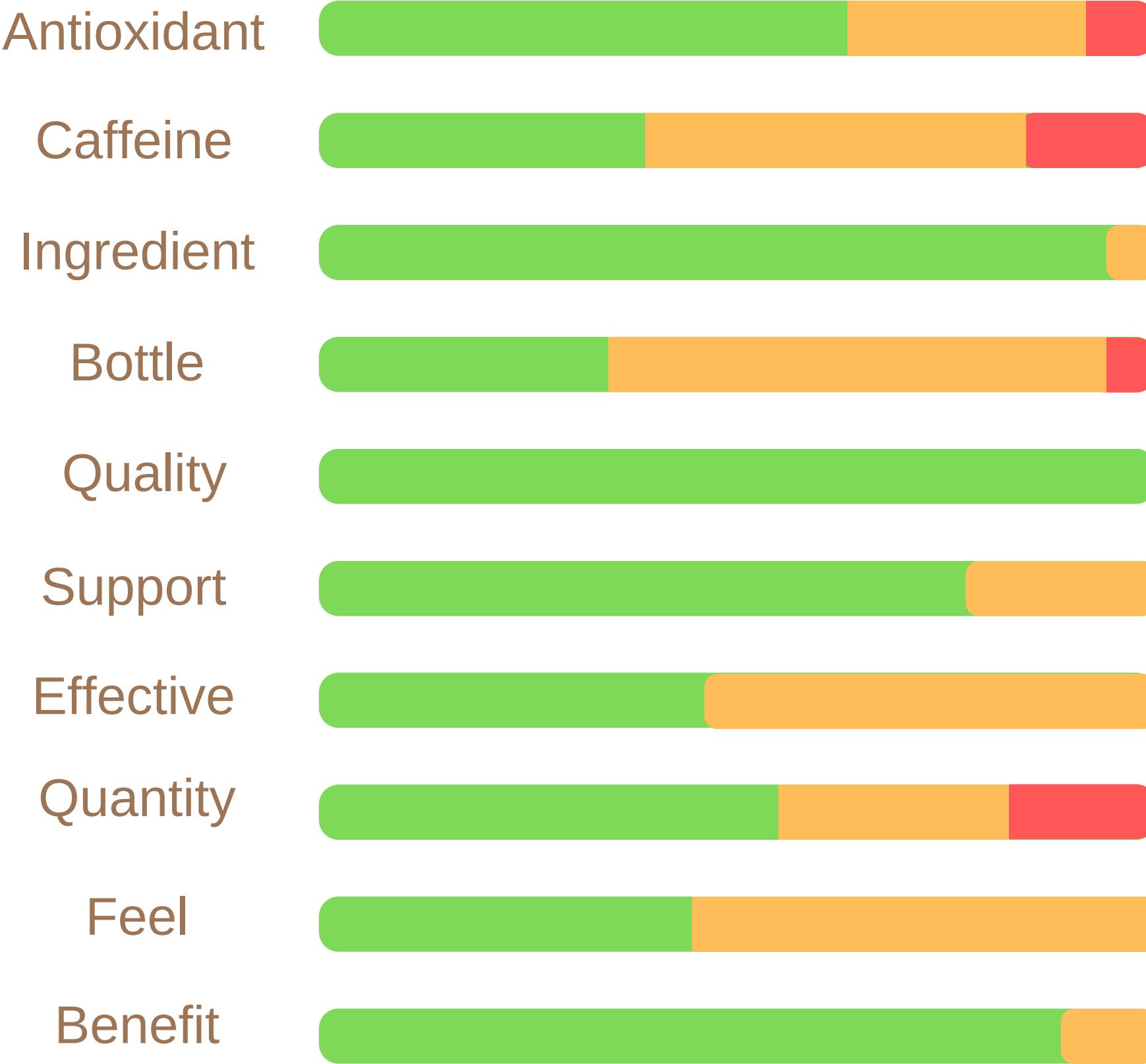


04. SENTIMENT ANALYSIS (RATIO)



Review in total for Swanson
Coffee Cherry

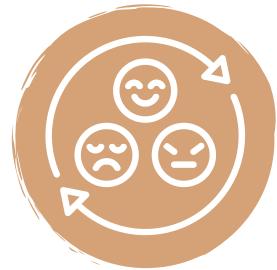
Swanson Cherry Coffee



05. PROJECT PROGRESS AND FUTURE PLAN



What we have accomplished
so far



What will be included in the
next step



05. WHAT WE HAVE ACCOMPLISHED SO FAR

Data Scraping

- Successfully extracted data from different sources.
- Performed initial data cleaning and preprocessing.

Industrial Analysis

- Identified key industry revenue and competitiveness
- Analyzed market dynamics and forecasted industry developments.

Descriptive Analysis (Two Products)

- Identified main competitors.
- Began analysis of competitors' market strategies.

Sentiment Analysis (Two Products)

- Conducted text preprocessing (tokenization, stop word removal, etc.).
- Completed sentiment classification (positive, negative, neutral).
- Generated preliminary sentiment trends and visualizations.



05. NEXT STEP

Comprehensive Industrial Analysis

- Analysis on Barrier of Entry and Distribution Channels
- Key Success Takeaways

Descriptive Analysis (Four Products)

- Complete the analysis of competitors' market strategies.
- Perceptual Map

Sentiment Analysis (Four Products)

- Conducted text preprocessing (tokenization, stop word removal, etc.).
- Completed sentiment classification (positive, negative, neutral).

Final Reporting and Visualization

- Comprehensive report summarizing all analyses.
- Executive summary with key insights and recommendations.



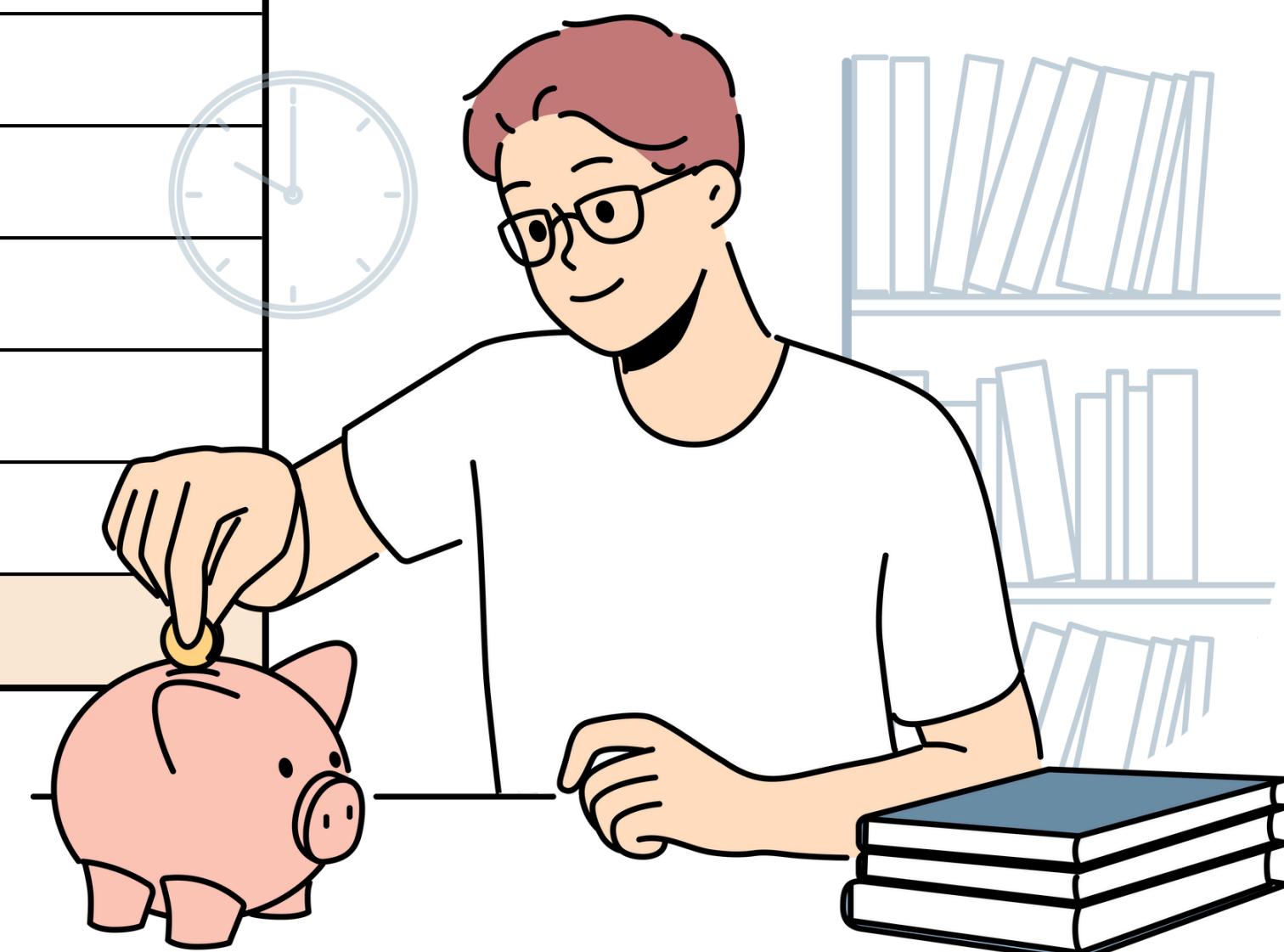
06. COST BENEFIT ANALYSIS



SERVICES MARKET PRICE

A summary of cost of services in the market.

Service	Duration	Cost Estimate (CAD)
Data Scraping	2 weeks	\$3,000
Sentiment Analysis	2 weeks	\$4,000
Industrial Analysis	1 week	\$2,500
Descriptive Analysis	2 weeks	\$2,500
Reporting and Visualization	1 week	\$1,500
Project Management		\$3,000
Total Duration/Cost	8 weeks	\$16,500



07. QUESTION AND ANSWER





THANKS FOR LISTENING

Long Pham – Suman Shrestha

And great assistance from Monica Nguyen

