

COMPETITIVE ANALYSIS

The scenario involved performing a competitive analysis focused on organic bath towels to better understand market positioning and website structure. The table below presents one provided example and three additional competitors discovered via Google search results for keywords like “organic bath towel.”

TABLE PRESENTING FINDINGS FROM THE COMPETITIVE ANALYSIS:

General Information				Content Strategy		Marketing Strategy		
Competitor name	Website (URL)	Types of products sold (Product categories in the navigation menu)	Background story (Visit the company's About Us or Our Story page)	Website content (Blog, articles, buying guides, FAQs, catalog, etc.)	Social media platforms	Current sales promotion	Email signup incentive	Rewards program
Example: Sustainable Home, Inc.	www.sustainablehomeinc.com	Organic bath towels and rugs, bathrobes, bedding, blankets, and throws	The company makes organic home products that are affordable for everyone. They focus on sustainable production and only use certified materials.	Blog, FAQs	Instagram, Facebook, Twitter, Pinterest	Winter Sale - Up to 60% off	Receive 15% off your first order	None
Under the Canopy	www.underthecanopy.com	Organic bath towels, bedding sets, Pillow cases	The company makes beautiful, affordable, authentic products that make the earth — and every room in your home — safer, healthier, & more stylish.	Blog, FAQs	Instagram, Facebook, Pinterest	They offer new Markdowns & last chance sales	Get in bed with us & get 20% off your first order!	You can get points when you sign up and create an account on their website, give a review, follow them on social media & more. These points together making up some Dollars you can spend on their website.
Ferm Living	www.fermliving.de	Designer Accessoires, Tables, chairs, Bath towels	The company stands for authentic, sustainable design combining Scandinavian simplicity with global craftsmanship for mindful living.	Blog, FAQs, Catalog	Instagram, Facebook, Pinterest, TikTok, YouTube	10% Discount if you sign up	Sing up and get a 10% discount code	No but they offer Gift cards
Green Petition	www.greepetition.com	Organic bath towels, bedding, minimalistic style clothes for men and women	The company promotes eco-friendly beach essentials, focusing on sustainability from materials to packaging for a greener future.	Blog, FAQs	Instagram, Facebook, Pinterest, TikTok, YouTube, X, LinkedIn	First order gets 10% discount	None	Buy 6 get 10%, buy 12 get 15% & buy 18 get 20% off

CONTINUATION OF THE TABLE:

Customer Service and Policies			Product Comparison for Bath Towels						
Customer service (Contact methods available)	Shipping (Promotions or options available)	Return policy	Bath towel product title (Choose one bath towel on the site to analyze)	Bath towel product page URL	Organic or eco-friendly materials	Types of product images	Types of product videos	Customer reviews (Options available for customers to leave a review)	Regular price
Phone, email, contact form	Free ground shipping on all orders in US. Express shipping available for an additional fee.	Returns accepted within 60 days for a full refund of the purchase price	Textured Organic Cotton Towel	www.sustainablehomeinc.com/bathtowels/textured-organic-cotton-towel	100% organic cotton	Multiple colors, close-up of texture, towels hanging on a towel bar	None	Ratings, written reviews, images, and videos	\$16
Phone, email	Free shipping over a price range of \$125 everything below will cost an \$8 shipping fee. Every order takes around 5 days to arrive	Return accepted within 30 days for full refund of the purchase price minus \$8 return label fee	Organic Ribbed Towel	https://underthecanopy.com/products/organic-ribbed-towel-white?variant=45281292320932	100% organic cotton, grown and woven in India	Close-up of texture, Multiple colors, towels hanging on towel bar and on a bath tub	None	Ratings, written reviews	\$20
contact form, phone, email	Free shipping over a price range of 150euro everything below will cost an 8euro shipping fee. Every order takes around 1-4 days to arrive	14 Days to refund for full price minus 10 euro shipping fee	Organic Hand Towel	https://fermliving.de/products/organic-hand-towel-light-creledon	100 % GOTS-zertifizierter Bio-Baumwolle	Close-up of texture, towels hanging on towel bar	None	None	25 euro
Phone, email, contact form	Takes 1-3 days. Shipping fee has to be paid by yourself	30 days to refund full price if product is in its original package and not used minus the shipping fee	Calm Clay Towel	https://greepetition.com/en-eu/collections/bath-towels/products/calm-clay-bath-towel	The world's first and only 100%Recycled Cotton/Pes blend towel.	Close-up of texture, towels hanging on towel bar. Models having the towel on as a robe at the beach	Woman performance slow pilates moves with the towel beneath her as a Sweat catcher	Ratings, written reviews	40 euro