**Question 1**

Below is additional information that would be important to known about Vets Now competitors:

* What are the competitors go to market strategy? Are they business to business or direct to consumer
* What are the competitors’ current product offerings?
* What information is there on competitor pricing?
* Where are the competitors located? Where are they offering services?
* What are the current marketing activities by competitors? What are they saying about Vet Now?
* How long does it take for pet owners to get care for their pets at competitors?

**Question 2**

Below are some key trigger points during the selection process

* Google search: What emergency service providers are available in my area?
* Can this service provide compassionate help for my pet quickly?
* Is it easy to get an appointment or otherwise obtain service?
* How much is the service going to cost?
* How long is the drive to get to the service provider?
* What other options are available?

**Question 3**

In the case study there is little discussion on competitor analysis even though it was mentioned as a key point for the rebranding initiative. An additional message I would make would use the results of the competitor analysis. For instance, in the case of an emergency pet owners would want to provide care for their pet in the shortest time possible. It may be possible to obtain quantitative data on time-to-care through surveys, customer, focus groups or other data collection methods for Vets Now and its competitors. Marketers can use this data to better explain the benefits of Vets Now over their competitors.