



Plot: Cold Chain Firms

Company	Perceived Value Score (1–10)	Relative Price Index (1 = Avg)	Position on Map
Your Company	8.8	1.1	Premium Value Leader
Competitor A	7.2	1.0	Value-for-Money
Competitor B	6.5	0.9	Low Value (Cost Player)
Competitor C	8.0	1.3	Overpriced

Interpretation

- **Your Company** (🟢): Customers perceive **high value** in cold chain reliability, tech, and product integrity. Price is slightly premium but justified.
- **Competitor A** (🟡): Balanced on price and value. Good for price-sensitive segments.
- **Competitor B** (🟠): Lower price, but lower value — may attract budget clients but risky for high-quality perishables.
- **Competitor C** (🔴): High price but not enough value differentiation — may need to improve service or justify cost better