Premium Value Leaders

(High Value, High Price)

Overprciced

(High Price, Low Value)

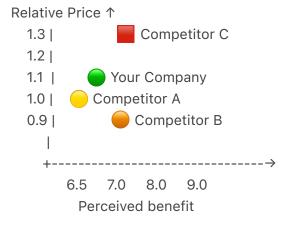
Value-for-Money Leaders

(High Value, Competitive Price)

Low Value

(Low Price, Low Value)

Perceived Value



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