



COMPETITIVE ANALYSIS

Understanding where we are as a brand and how our competitors work.



TODAY'S AGENDA

1

Introduction to the Session

2

Team Check-in and Icebreaker

3

Competitive Analysis

4

Summary and Action Items



INTRODUCTION

Thomas and Chloe will be our facilitators for this session.

The goal of our session is to turn chaos into clarity. As facilitators, our role is to keep the session on track and to ensure everyone participates in the discussion.



TEAM CHECK-IN

1 Click the More tab in the editor side panel.

2 Select the Emoji or GIPHY app.

3 Browse and click the Emoji or GIF you want to use.

How are you feeling?

Choose an Emoji, GIF, or image from a mood meter that best represents how you feel at the moment.



Time: 5 minutes

ICEBREAKER

Before we start with the session, let's warm up a little with this icebreaker question:

Copy a sticky note, then write your thoughts.

Copy a sticky note, then write your thoughts.

What's your frequently used Emoji?

Below are suggestions for icebreaker questions:

What was the last thing you purchased online?

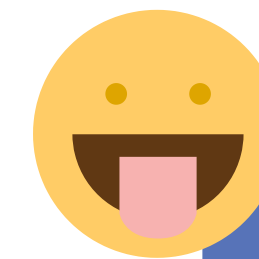
What's your morning routine?

What's a random act of kindness you did for a stranger?

What's the most challenging thing you've done in life?

What's your favorite dessert?

Time: 5 minutes



When I go on an online shopping spree - Jannah



LET'S BEGIN!

Are You Ready?



COMPETITIVE ANALYSIS

Competitive analysis allows us to understand where we are as a brand and how our competitors work. We will start by identifying who we are and who our competitors are. Next, we will identify attributes they are doing right and create a perceptual map. In the perceptual map, we will identify a criteria and rank these attributes as high or low.

- 1 Review our brand and competitors.



- 2 List key attributes.

- 3 Identify criteria and rank attributes as high or low.

-
-
-
-

BRAND A

Brand Review and Attributes

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



Cia Rodriguez
CEO

-
-
-
-

BRAND B

Brand Review and Attributes

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



Avery Davis
CEO

-
-
-
-

BRAND C

Brand Review and Attributes

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



Morgan Maxwell

CEO

-
-
-
-

BRAND D

Brand Review and Attributes

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



Kim Chun Hei
CEO

COMPETITIVE ANALYSIS

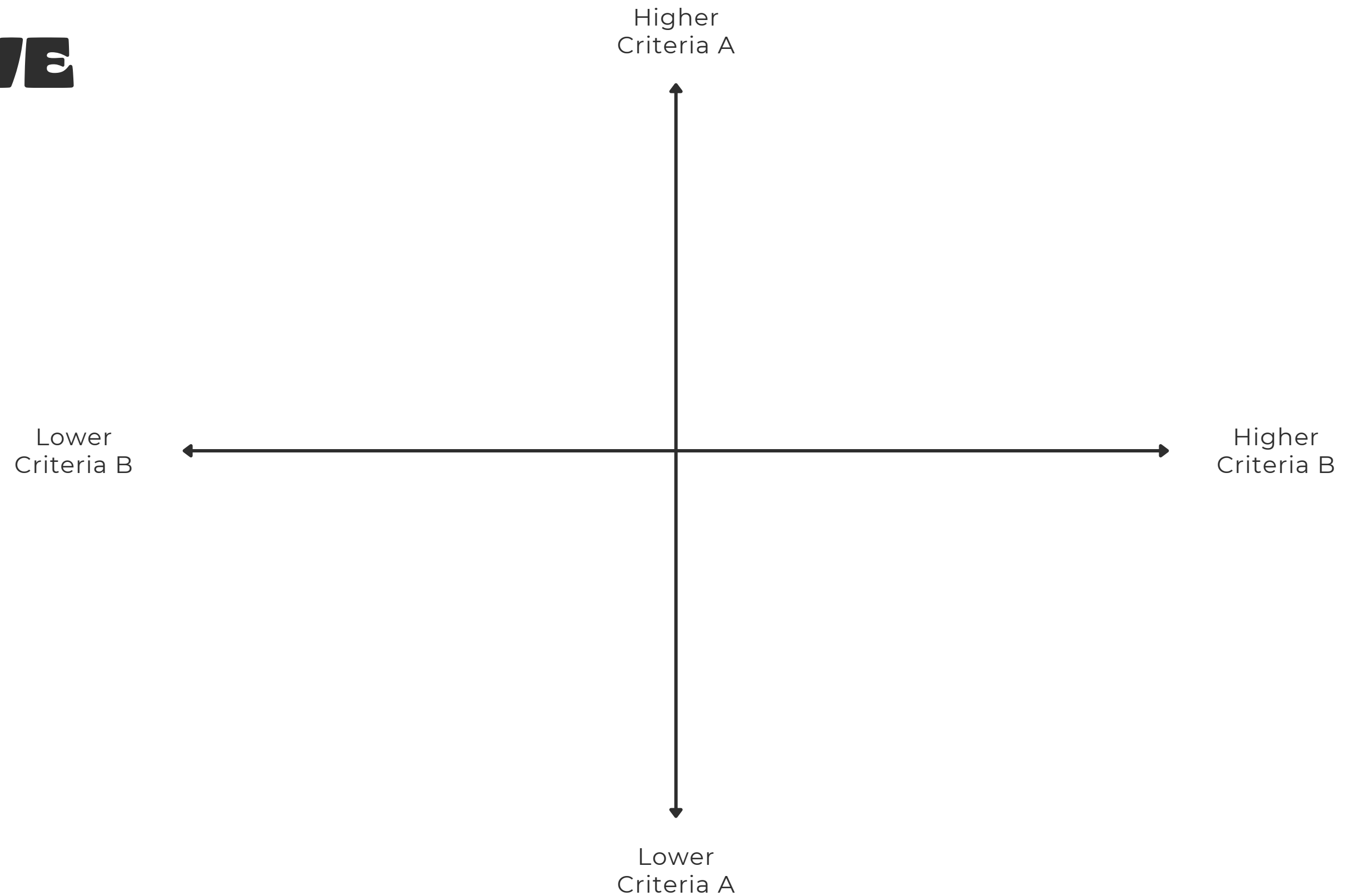
1

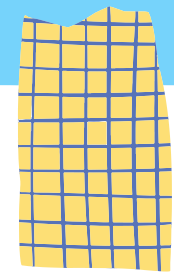
Label each circle with the brands you're comparing.



2

Drag each circle into the grid, estimating where they rank based on Criteria A and Criteria B.





ACTION ITEMS

Let's go back to the previous pages and synthesize what next actions are appropriate for us to move forward as a group.

1

Write action items in the boxes.

Copy a sticky note, then write your thoughts.

Copy a sticky note, then write your thoughts.

Copy a sticky note, then write your thoughts.

2

Drag your photo under the action item you want to own.



ACTION ITEMS

1

Write action items in the boxes.

2

Drag your photo under the action item you want to own.

ACTION 1



Copy a sticky note, then write your thoughts.

ACTION 2

ACTION 3

ACTION 4

66

**Believe. You're halfway
there. Keep hustling to
the finish line.**





**THANK
YOU!**

Have a
great day
ahead.