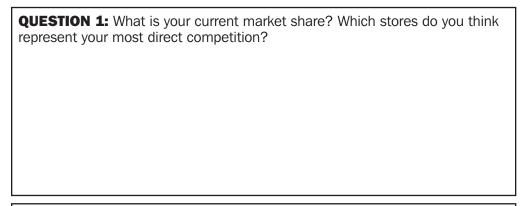
Analyzing the Competition

GOAL: Your goal is to analyze your competition and then devise a strategy to increase your market share.

YOUR SITUATION: In this lesson you control Pricing, Promotion, and Market Research.

- 1. Run the Competitive Prices, Market Research, Financials, Market Share, Pricing, Promotion, Direct Mail, Billboards, Radio Advertising, and Storefront Ads sections of the Tutorial.
- 2. Open the Analyzing the Competition lesson.
- 3. Your store is named Yours. Observe your competitors and fill in **Worksheet 1** below.
 - a. For the Price column, use Reports->Competitive Prices.
 - b. For Primary Customer Segment Served, use a **Survey** and the **Segment** option.
 - c. For Promotional Strategy, use **Reports->Financials** and click the **More Detail** button. To see competitor financial statements use the **View** menu to switch between stores.
 - d. For Current Market Share, use **Reports->Market Share**.



QUESTION 2: Write down a strategy to use pricing and promotional changes to increase your market share. Your goal is a 10% point increase in market share.

OKK2H					
/ADI/CII	EET 1				
	-	-			
QUESTIC ncreased)N 4: What w I your share b	as the pricin y 10%?	g and promot	ional strategy	you used that
0115051	NA 4 1 1 1		or and a set	Consoling to the	
	crease in mar		eat this proces	ss unui you na	ave achieved a
					gy and run the
silale all	d by how mud)II.			

7. Implement your strategy and run the simulation forward 3 weeks.

Store	Price (higher, lower, same)	Proximity (closest, next closest, furthest)	Primary Customer Segment (students, office pros., retirees)	Promotional Strategy (radio, direct mail, billboards)	Served Current Market Share (% of revenue)
Kathy's					
Malcolm's					
Kenneth's					
Yours					