



Competitiveness analysis

LECTURE 6

To study the theoretical and practical foundations for evaluating competitors



Agenda

What is Competitiveness Analysis?

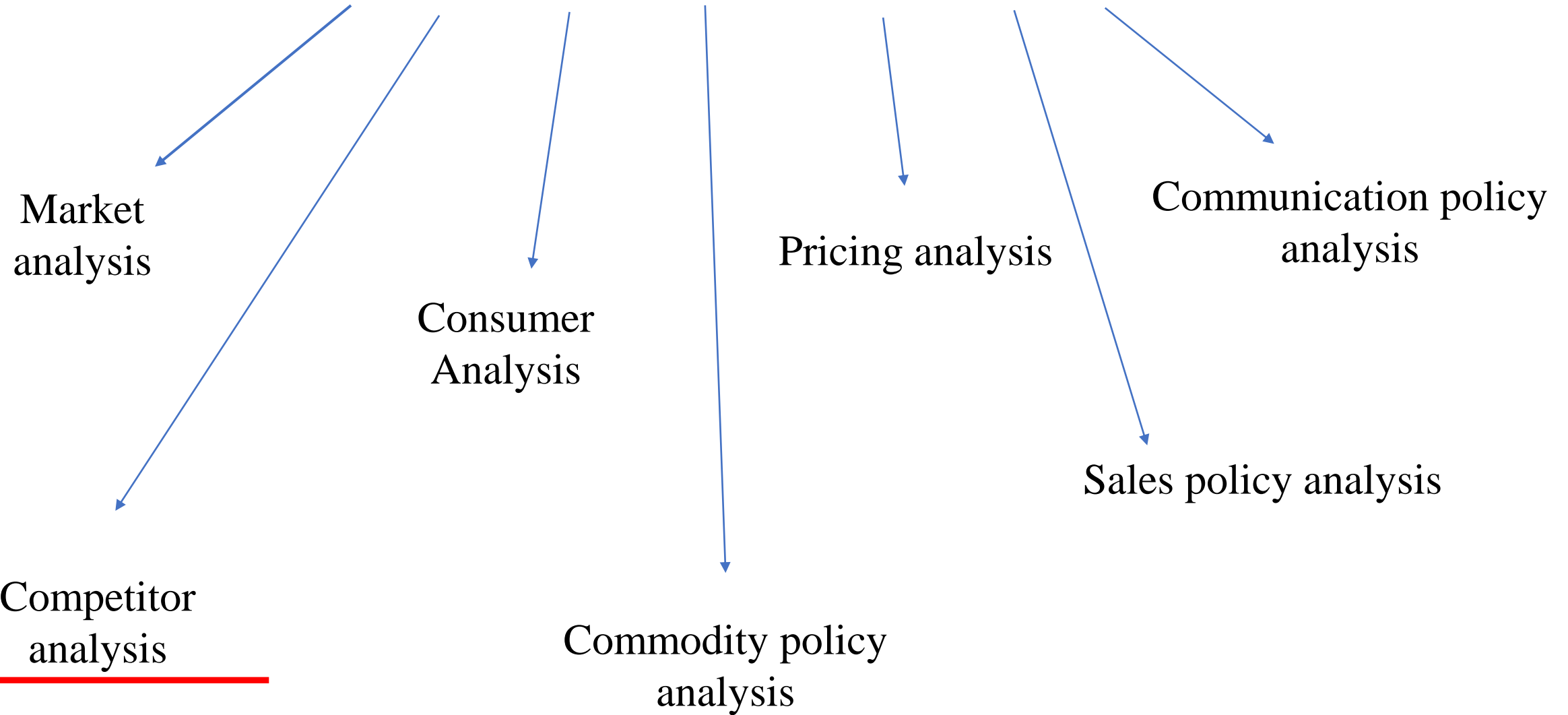
Directions of CA

Methods of CA

Steps of CA

Porter's five forces

Methodological base for strategic analysis in marketing



Definition

Competitor analysis is research intended to collect data on rival businesses. You're looking closely at what they're doing, how they're doing it, how it's working for them, and how big of a threat it is to your business.



Directions



- definition of market leaders;



- studying the advantages and disadvantages of competitors;



- comparative analysis of the marketing mix and business processes of competitors;



- definition of economic drivers of the industry (size, market growth rates, profitability in the industry, number of competitors and consumers, ease of entry into the market)

Methods




- Porter's matrix;
- building a map of strategic groups;
- benchmarking;
- analysis of checks of competitors;
- method of comparative evaluation;
- SWOT-analysis of the main competitors;
- factor analysis of the competitiveness of goods and enterprises.

	Competitor 1	Competitor 2	Competitor 3	We :)
Product	Good, but no so cool as ours			A great product, a lot of features!
Smth about company size	Too big	Too small	I dont know	Three brilliant developers
Smth about price	Too expensive	Too cheap	Too cheap	The best price ever
Smth about target audience	Not the same as ours	Not the same as ours	Not the same as ours	2M + potential
Smth else	The better than competitors

						
 Lifetime Warranty			SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS
 Made in the USA				SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS
 Free Shipping			SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS
 Green Manufacturing				SOME		
 Customer Service	EXCELLENT 	BAD 	GOOD 	OKAY 	GOOD 	GOOD 
 Ease of Return	EXCELLENT 	DIFFICULT 	OKAY 	BAD 	OKAY 	OKAY 
 Product Recalls	 NONE	YES	 NONE	YES	YES	 NONE

Evaluation and ranking

■ = best
■ = worst

	1	2	3	4	5	6	7	8	9	10
	Competitor D	Competitor H	Competitor I	Competitor E	Competitor B	Competitor F	Competitor C	Competitor G	Competitor A	Competitor J
 Sales channel	1.17	1.20	1.15	1.17	1.13	1.20	1.00	0.30	0.05	0.03
 Target groups	0.64	0.56	0.64	0.64	0.80	0.80	0.72	0.84	0.40	0.24
 Pricing strategy	1.32	1.05	1.05	1.05	0.70	0.70	0.70	0.00	0.55	0.00
 Digital visibility	0.68	0.59	0.35	0.19	0.18	0.15	0.45	0.44	0.15	0.18
 E-commerce framework	0.94	0.74	0.87	0.60	0.81	0.58	0.72	0.40	0.23	0.37
 Online maturity level	1.99	1.79	1.69	1.77	1.83	1.71	1.42	1.48	1.07	0.99
 Online marketing activity	0.56	0.42	0.42	0.59	0.36	0.42	0.30	0.48	0.30	0.30
TOTAL	7.30	6.35	6.17	6.01	5.81	5.56	5.31	3.94	2.75	2.11

A	B	C	D	E	F	G	H	I
Competitor	Staff	Food	Efficiency	Price	Location	Quality	Service	Score
Competitor 1	3.5	3.7	4.3	4.0	4.0	3.9	3.5	3.8
Competitor 2	2.9	3.2	3.2	3.2	3.8	4.2	3.8	3.4
Competitor 3	1.8	2.7	2.8	4.0	2.5	2.7	2.9	2.9
Competitor 4	3.0	4.5	3.8	3.0	3.2	3.0	4.1	3.6
Competitor 5	2.8	3.9	4.2	3.7	2.5	2.2	3.0	3.3

Step-by-Step Guide to Running a Competitor Analysis



1. Find Your Top 10 Competitors.



2. Analyze Their Website.



3. Dive Into Their Content.



4. Analyze Their SEO.



5. Look Into Their Customer Feedback.



6. Identify Gaps In Your Own Business.



7. Adapt Your Strategies and Monitor Results.

1. Find Your Top 10 Competitors



burgers in Almaty



Барлығы Сурет Карта Бейне Басқа

Құралдар

Шамамен 482 000 нәтиже (0,42 секунд)

Гамбургер Мейрамханасы

Рейтинг ▾

Сағат ▾



Broadway Burger

4,4 ★★★★★ (886) · ТТ · Гамбургер

Қабанбай батыр көшесі 85

Ішінде тамақтану · Алып кету · Жеткізіп беру



Burger station

4,4 ★★★★★ (5) · Гамбургер

ул. Тимирязева 69-73

Ішінде тамақтану · Жеткізіп беру

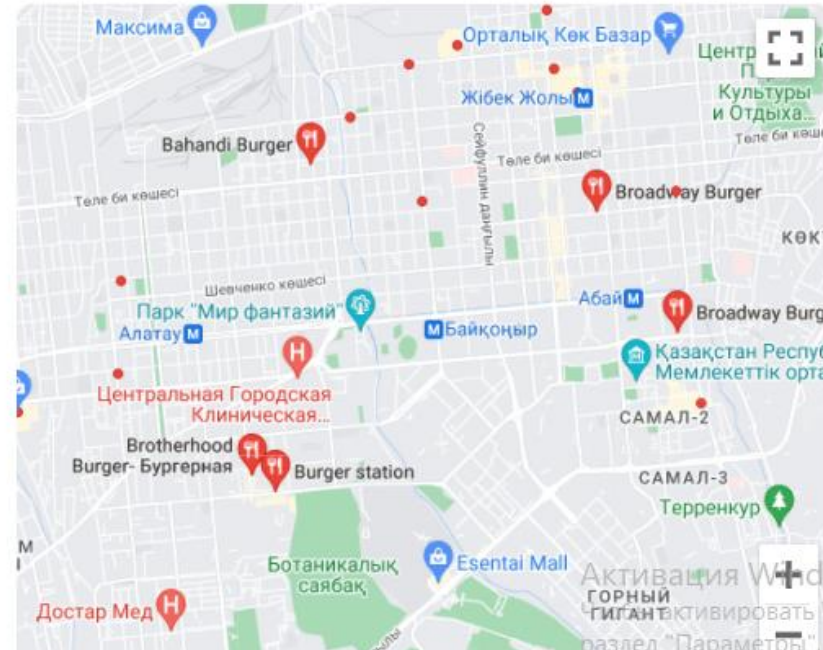


Brotherhood Burger- Бургерная

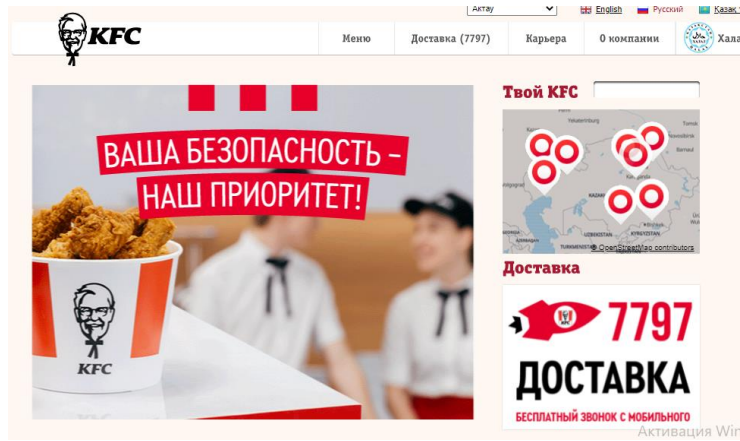
4,5 ★★★★★ (2) · Гамбургер

Өуезов көшесі 134

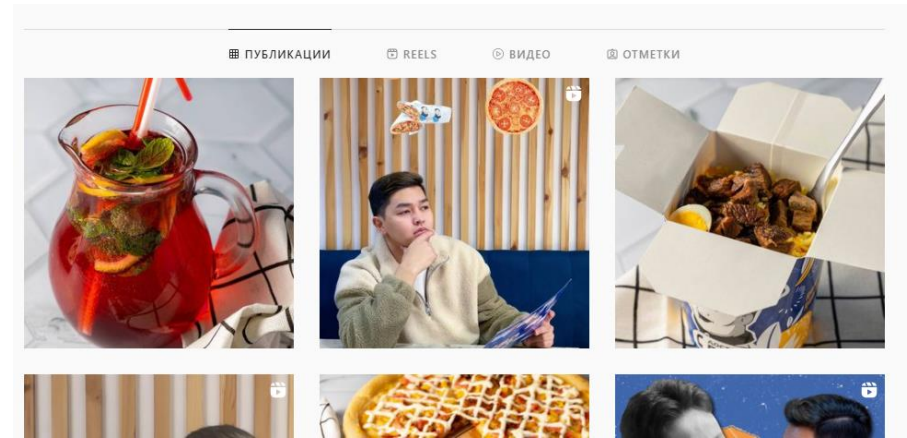
Ішінде тамақтану · Алып кету · Жеткізіп беру



Активация Windows
Горный Гигант
активировать Windows, перейдите в раздел "Параметры"



2. Analyze Their Website.



3. Dive Into Their Content.



4. Analyze Their SEO.



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Salam Bro

Быстрое питание

★ ★ ★ ★ ★ 1.9

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Отзывы Salam Bro

Написать отзыв

09.06.2021



Заказал несколько бургеров, так котлета по вкусу оказалась протухшей которое пожарили и положили в булку. Обратной связи нет и не было, пришлось снова делать заказ что бы как то ответили. Но даже после такого звонка не последовало обратной реакции, а в инстаграме удаляют нелестный отзыв после таких инцидентов. Я думаю уже через год закроется заведение если будут продолжать в таком духе.

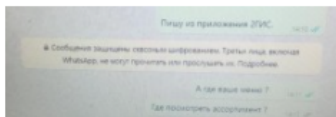
Almas Akimov

Моя оценка: 1.3 ★ ★ ★ ★ ★

17.04.2021



Смысла нет писать им на вацап ! Тупо игнорят ! Сделаю это вместо них походу ! УВАЖАЕМЫЕ КЛИЕНТЫ "САЛАМ БРО" ! ПИШИТЕ В ТЕЛЕГРАММ ! вацап у них походу так , чисто для декорации !



KFC

Филиалы

Отзывы

Отзывы



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Отрицательные 117



Аноним
14.04.2021

Все прекрасно

Очень приятно это заведение! Обслуживают хорошо, все любезно



Евгений
28.01.2022

Обман

Сегодня 28.01.22 купил в КФС из B&B 2 бургера 1,1 т.к. 5

5. Look Into Their Customer Feedback.

6. Identify Gaps In Your Own Business

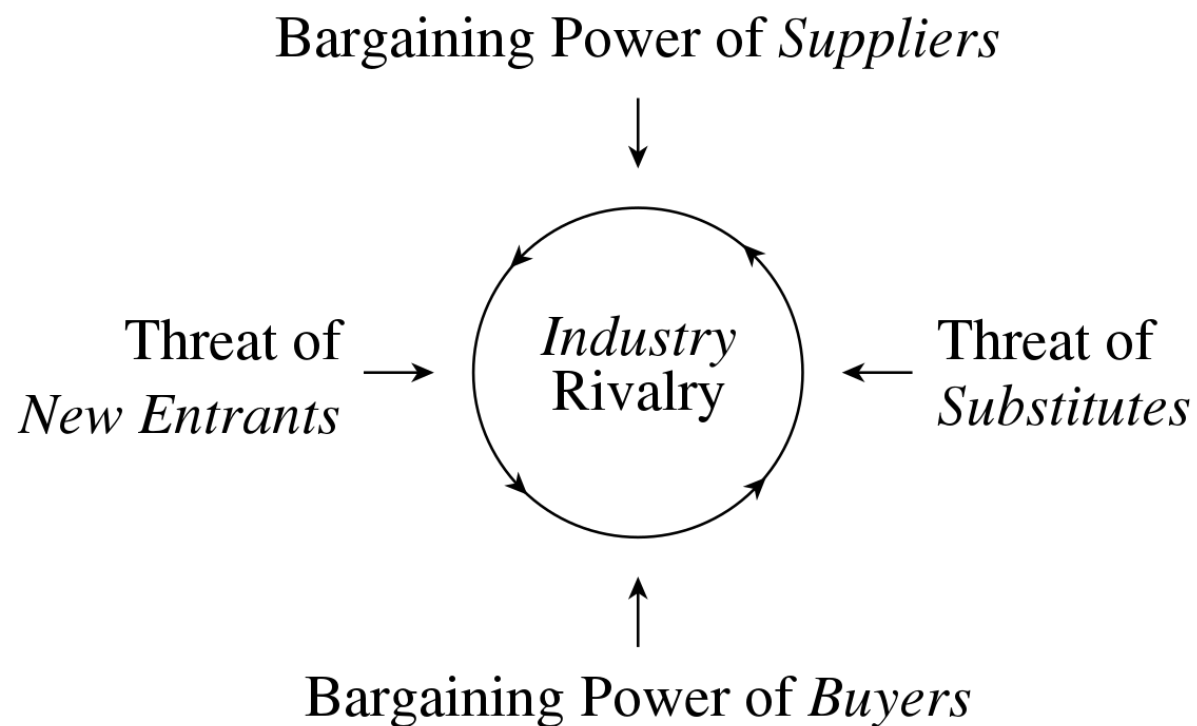


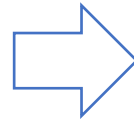
7. Adapt Your
Strategies and
Monitor Results



What Are Porter's Five Forces?

Porter's Five Forces is a model that identifies and analyzes five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths.





Bargaining Power of *Suppliers*



ecofood
ЭКО • ЛОГИЧНО • ВКУСНО

Threat of
New Entrants



Threat of
Substitutes



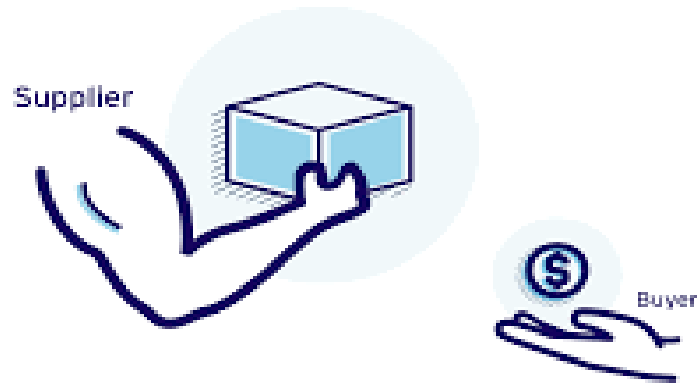
VS

Bargaining Power of *Buyers*





Porter's five forces



RIVALRY AMONG EXISTING COMPETITORS:

- Number of competitors
- Diversity of competitors
- Industry concentration
- Industry growth
- Quality differences
- Brand loyalty
- Barriers to exit
- Switching costs

THREAT OF NEW ENTRANTS

THREAT OF NEW ENTRANTS:

- Barriers to entry
- Economies of scale
- Brand loyalty
- Capital requirements
- Cumulative experience
- Government policies
- Access to distribution channels
- Switching costs

BARGAINING POWER OF SUPPLIERS

RIVALRY AMONG EXISTING COMPETITORS

BARGAINING POWER OF BUYERS

BARGAINING POWER OF SUPPLIERS:

- Number and size of suppliers
- Uniqueness of each supplier's product
- Focal company's ability to substitute

BARGAINING POWER OF BUYERS:

- Number of customers
- Size of each customer order
- Differences between competitors
- Price sensitivity
- Buyer's ability to substitute
- Buyer's information availability
- Switching costs

THREAT OF SUBSTITUTE PRODUCTS:

- Number of substitute products available
- Buyer propensity to substitute
- Relative price performance of substitute
- Perceived level of product differentiation
- Switching costs

THREAT OF SUBSTITUTE PRODUCTS

