

Business Case

Project Name

Analyse existing competitors for a product or service

Project Description

This is a review of a key competitor's position and activities to inform the launch strategy of a new product. The student team will identify the 3-5 key competitors in the market (based on end-user need angle) who offer products or services to the same or similar market segments. The analysis will highlight the product/ service brand name, average price point, key retail channels, estimated annual sales volume as well as its key strengths and weaknesses (2-3 points for each). The analysis will be based primarily on secondary research (publicly available information) supported by a limited number of interviews and market visits. This project is ideal for students with interest in marketing. The information will be presented in PowerPoint slides (1 summary slide followed by 1 slide per competitor product or service).

Project Deliverables

Slide Presentation

Est. Project impact by (MM/YY of peak impact evidence)

Impact Area	Unit	Current Value	Estimated Value	Release Date
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No record found.

Project Plan

Task Title	Start date	End date	Milestone
prep work	28-05-2020	03-06-2020	first review

Project Risks

No record found.

Project Resources

0.5 FTE

Bernard Pascale	jr. analyst
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Additional comments, if any

