**STRATEGIC MARKETING**

**Learning Outcome 2: Activity 3**

**PAIRS ACTIVITY**

**Competitor analysis**

In pairs, complete a competitor analysis for 3 organisations that could be considered competitors in an industry or sector than interests you.

Be as detailed as possible, incorporating the sections below. Use your Study Guide, reading lists and the Internet to help aid your research.

Be prepared to present back the findings of your analysis to the class - focusing on where you think which specific organisations have advantages and disadvantages and why.

|  |
| --- |
| **Competitor 1:** |
| **Assessment of objectives, strategies, resources:** |

|  |
| --- |
| **Competitor 2:** |
| **Assessment of objectives, strategies, resources:** |

|  |
| --- |
| **Competitor 3:** |
| **Assessment of objectives, strategies, resources:** |

|  |
| --- |
| **Evaluation of performance and competitiveness of each of the competitors within industry:****1.****2.****3.** |