

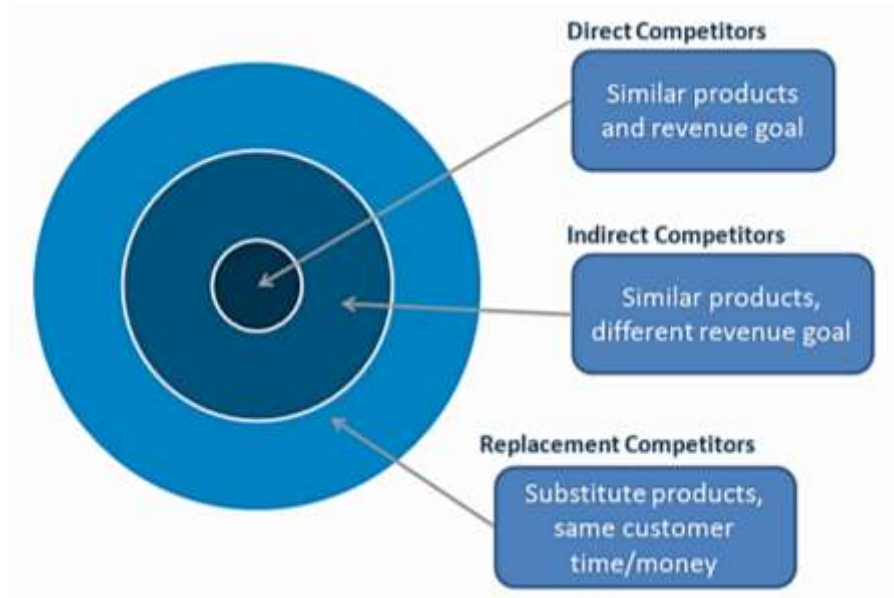
Presenting Your Competitors – Unit 8

Business English Vocabulary - L2

1. Knowing your competition

The first thing to know about your competitors is **the kinds of competitor they are**. Your competitors include any business that might **deter a potential customer from choosing**¹ you, but this can take different forms.

- **Indirect competition** is the conflict between vendors whose products or services are not the same but that could satisfy the same consumer need.
- **Direct competition** is where businesses are selling products or services that are essentially the same.



¹ To deter someone from + Ving = décourager qqun de ...

2. Knowing how your competitors compete with you.

Competitive factors cover how businesses who offer similar products or services affect each other. This includes:

- imitators
- price wars
- product differentiation

Imitators

When a successful product is introduced, rival organizations will often respond by trying **to undercut** it by quickly **producing cheaper alternative** versions.

Price wars

Companies may **start a price war** in order to gain customers and increase market.

A price war happens when companies compete for customers by **dropping their prices** below the rate of their competitors. A price war can be good for customers as they can get the goods and services they want at lower prices.

Product differentiation

Businesses can become more competitive by making products that **stand out from** the competition in terms of price, quality or service. This is called **product differentiation**. Methods of creating product differentiation include:

- Establishing a strong brand image (personality) for a good or service.
- Making the unique selling point of a good or service clear. For example, opening a chain of discount shops with the tagline 'Quality items under a pound'.
- Other competitive factors, such as a product having a better location, design, appearance or price than rivals.

3. Knowing your brand voice and your competitive landscape.

The Leadership brand is pretty self explanatory. Leaders are **the dominant players**. In many cases they are representative of the category. They have the biggest booth at the trade show and enjoy significant mind and market share.

The Follower brand can thrive in a given market, as well. But they **are typically recognized as an alternative** to Leader brands based on a competitive advantage. They may be a lower cost alternative or address a specialty need.

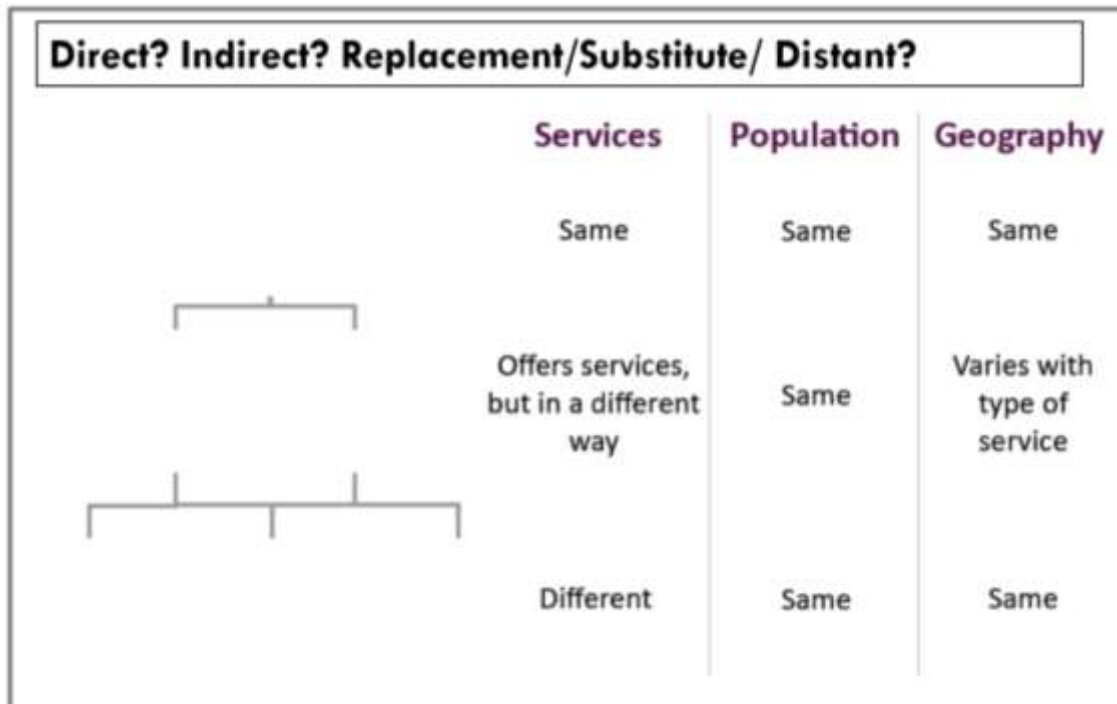
The Challenger brand has an altogether different voice. Rather than competing in a category, they **aim to change it altogether**. Challengers **rewrite the rules**.

[!] The terms **challenger brand and disruptor brand** are not interchangeable: Challenger brands **bring innovation**, enhancements, new pricing, or other tweaks (diet soda, dishwasher tablets, boy and girl nappies) to an existing marketplace.

Disruptors enter a marketplace and completely set heads spinning. When Airbnb was introduced, the hotel industry was more than mildly shocked; cities are still attempting to define tax issues. Disruptors are the game changers, disrupting the status quo by creating altogether new categories (Match.com, Uber, Airbnb).



Exercise 1



Exercise 2 - Question : Who are Uber’s competitors?

Direct?

Indirect?

Exercise 3

Find the name matching the profile of the following competitors :

Two pizza shops in the same neighborhood are _____ competitors.

Yahoo!, Bing, and Google are all search engine _____ competitors.

A pizza shop and a sandwich shop in the same neighborhood are _____ competitors.

You founded a bakery. There is another bakery that also sells bread — in the same location, to the same consumer group, and at a similar price This is a _____ competitor.

You founded a bakery and sell bread. Another bakery sells pies, cinnamon rolls, and cakes, as opposed to just bread. This is a _____ competitor.

*Poor firms ignore their competitors;
average firms copy their competitors;
winning firms lead their competitors.*

Philip Kotler

"if you know your enemy as you know yourself, you need not fear the result of a hundred battles. If you know yourself but not the enemy, for every victory you gain you will suffer a defeat. If you know neither the enemy nor yourself, you will succumb in every battle" (Sun Tzu, 1981, pp115, Marketing Strategy and Competitive positioning, Graham Hooley et al 2008)

How Do You Conduct a Competitive Analysis?

1. Create a List of Your Competitors
List direct and indirect competitors. Explain why.
2. Do you research.

[Semrush](#)
[SimilarWeb](#)
[UberSuggest](#)
[Spyfu](#)

3. Create Criteria for Comparison (Use Appendix Vocabulary)

The next step is creating criteria for comparison. What is it that you want to compare? Here are some of the **features** you should focus on in the analysis; Use the 4Ps (Price, Product, Promotion, Place)

- Price. What pricing structures do competitors have in place?
- Quality. What do users have to say about the quality of the product or service?
- Customer service. How do they build and maintain relationships with customers?
- Hours of operation. When are they up and running for business?
- Employees. How many employees do they have?
- Resources. What resources do they offer customers for a better experience?
- Marketing/USP. What does their marketing strategy look like?
- Usability. Do they have a functional and practical design?
- Website design. Does the company website have a clear, intuitive design?
- Sales (if possible). How much profit do they generate on a monthly/quarterly/yearly basis?

4. Perform a SWOT analysis.

- **Your Strengths/ What is your Competitive advantage?** – compare your products with theirs; Which aspects are your competitors really good at? Why do customers get attracted to your competitors?
- **Your Weaknesses** – you'll compare your products with your competition's (price, features, characteristics, usability, **4Ps**², etc.); Is there something their customers complaining about? Jot down your biggest customer service issues?
- **Opportunities** – look where your product is positively different and could do better than theirs; Spot any such products that they are not offering which your business can do?

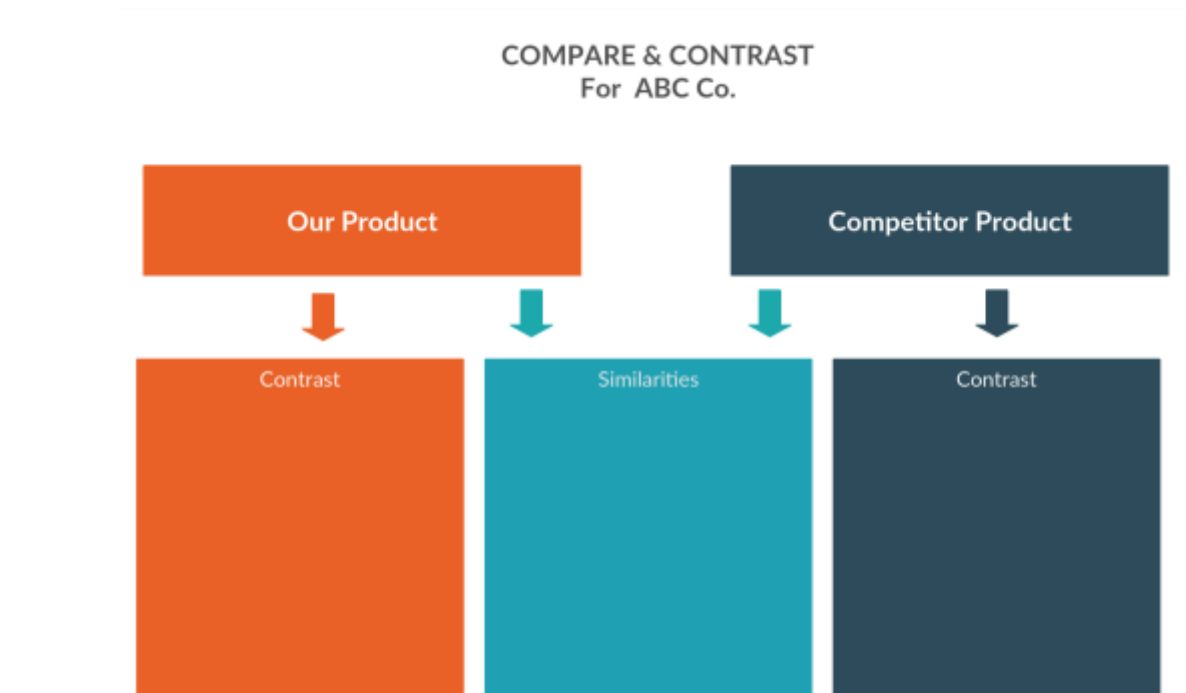
² Product: The goods or services your business is offering. Price: How much the consumer can or will pay for your goods or services. Place(ment): The location or environment where the product will be sold. Promotion: How your product is positioned and advertised.

- **Threats** – look where their product is better than yours; Did you notice your competitors lowering their prices? Have your competitors started offering a new product? Can you spot your competitors penetration into a new geography?

Consider these questions when assessing your competitive marketing strategy:

- Who are the other companies competing in your space?
- What products or services do they offer?
- What is each competitor’s [market share](#)?
- What are their strengths and weaknesses?
- What distribution channels do they use?
- How can your messaging differentiate your products and services?

5. Use templates available on Moodle



STRENGTHS S	WEAKNESSES W	OPPORTUNITIES O	THREATS T
<ul style="list-style-type: none"> • What are the most positive aspects of your business? • What do you do well? • Why do your customers come back to you? • What is your own unique selling point? • How do you differentiate yourself from your competition? 	<ul style="list-style-type: none"> • Where can you improve your brand in the market? • Where are you not achieving the results you would like? • What skills or knowledge gaps do you have? • Do you have a clear service offering? 	<ul style="list-style-type: none"> • Focused marketing campaigns? • Emerging trends? • Additional Services? • Can you streamline and drive efficiencies? • Consider what you well, can you expand in your already warm market 	<ul style="list-style-type: none"> • Changing industry regulations? • Unhappy customers? • Are all your eggs in one basket? • Are you competitors expanding in ways you aren't

*Streamline = rationaliser, faciliter

Essential Vocabulary

Remember from Modules 2 & 3 :

Describing objects by shape, colour and material.

	shape	colour	material
briefcase	rectangular	black	leather
Coca-Cola bottle	cylindrical	brown	glass
iPhone	flat rectangular	grey	metal, glass
pencil	cylindrical	yellow	wood
envelope	flat square	white	paper
DVD	flat round	silver	plastic

Some words you can use:

shape: *cylindrical, flat, round, square, rectangular*

colour: *black, brown, grey, white, yellow; gold, silver*

material: *glass, gold, metal, paper, plastic, silver, wood*

Exercise

If you want to compare a given product to its competitor's, it is important to present it as positively as possible. The list below contains words which are commonly used in advertising to present products. Can you use them to complete the sentences below, changing the verb forms where necessary?

tried and tested to boast dependable top of the range
latest design advanced inexpensive
value for money unbeatable superior
long-lasting unbreakable easy-to-use
much-vaunted rock bottom unique

1. The frame of this bicycle is titanium-enforced, making it virtually _____.
2. We are proud to present the _____ new edition of our estate car - here it is!
3. This product has been _____ by generations of satisfied customers.
4. It might not look all that exciting, but it's certainly the most _____ product in its price range, it will simply never fail you!
5. We are proud to offer the best _____ in the whole area.
6. This notebook uses the most _____ processor technology available to date.
7. This is a _____ computer - you won't find anything better on the market at present.
8. We believe that our product is _____ to all its competitors at present.
9. As well as air-conditioning, this model _____ super-speed heating.
10. This is the _____. You'll not find it anywhere else yet, we are the first to produce it, straight from the Milan Fashion Show.
11. This is an _____ version of its brand counterpart, but I can assure you it's just as good, if not better!
12. The step-by step guide makes this product the most _____ you'll have ever had!
13. We believe our prices to be _____ - if you find the same product cheaper anywhere else, we'll refund the difference!
14. This product is _____ - you'll not find anything else like it on the market!
15. The latest technology at _____ prices - that's our philosophy!
16. This dye is the most _____ on the market - it will simply never wash out!

Language for comparing products

<p>The Evesham Axis is like the Elonex WebRider The Evesham Axis and the Elonex WebRider are similar The Evesham Axis is similar to the Elonex WebRider The Evesham Axis is the same as the Elonex WebRider The Evesham Axis resembles the Elonex WebRider</p>	<p>with respect to price. as regards price. as far as price is concerned. regarding price. in that the price is the same. in terms of price. in price.</p>
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<p>Both the Evesham Axis and the Elonex WebRider cost £1,174. The Evesham Axis is as expensive as the Elonex WebRider. The Evesham Axis costs the same as the Elonex WebRider. The Evesham Axis is the same price as the Elonex WebRider.</p>

<p>The Mesh Elite has a large screen.</p>	<p>Similarly, it has a high capacity hard disk. Likewise, it has a high capacity hard disk. Furthermore, it has a high cap[acity hard disk. Moreover, it has a high cap[acity hard disk. Correspondingly, it has a high capacity hard disk. It has a high capacity hard disk, too. It also has a high capacity hard disk.</p>
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Language for contrasting products

<p>The Evesham Axis differs from the Armani The Evesham Axis is unlike the Armani The Evesham Axis and the Armani differ The Evesham Axis is different from the Armani The Evesham Axis contrasts with the Armani</p>	<p>with respect to price. as regards price. as far as price concerned. regarding price. in terms of price. in price.</p>
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<p>The Evesham Axis costs £1,174, whereas the Armani costs £2,467. The Evesham Axis costs £1,174, while the Armani costs £2,467. The Evesham Axis costs £1,174, but the Armani costs £2,467. The Evesham Axis costs £1,174, in contrast to the Armani, which costs £2,467. The Armani is more expensive than the Evesham Axis. The Evesham Axis is not as expensive as the Armani. The Armani costs more than the Evesham Axis.</p>

<p>Although the Armani is expensive to buy, Despite the high price of the Armani,</p>	<p>it is very fast and has a large screen.</p>
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Examples

Look at the following table and read the text below. Pay attention to the comparisons and contrasts.

	Price	Processor Speed	Screen Size	Hard Disk	RAM
Evesham Axis 1.33 SK	£1,174	1.33 GHz	17"	40 GB	256 MB
Armani R850 P4.	£2,467	1.7 GHz	19"	40 GB	256 MB
Mesh Elite 1.7GT Pro	£1,938	1.7 GHz	19"	57 GB	256 MB
Elonex WebRider Pro	£1,174	1.2 GHz	17"	38.1 GB	128 MB

Three personal computers, the Armani R850 P4, the Mesh Elite 1.7 GT Pro and the Elonex WebRider Pro, **were compared with respect to the following factors**: price: screen size and amount of RAM. The Elonex WebRider, which costs £1,174, is **by far the cheapest** of the three, the Armani and the Mesh Elite costing £2,467 and £1,938 **respectively**. The Mesh Elite **has the same screen size as** the Armani, 19", **whereas** the Elonex is the smallest at 17". **Regarding the amount of RAM**, the Armani and the Mesh Elite **are similar**, with 256 MB, **being twice as much as** the Elonex.

Examples you can use - Product feature comparison: Printers

Write a short text (between 250 and 300 words) on the subject of:

“Computer printers for students”

- Describe a student’s needs in terms of computing equipment.
- Compare and contrast some of the printers below, looking at their advantages and disadvantages
- Conclude, stating which printer seems to be the most suitable for the student's needs you described






Here is how you could compare and contrast the information found in the table below:

One possible answer

One important activity in a student's life is producing assignments. Nowadays this is usually done using a computer and printer. Although university libraries have word-processing and printing facilities, it is convenient for students to have their own computer and printer in their room. **There are many different types** of printer available, available for different purposes at a range of prices. It must be remembered, though, that purchasing the printer is not the end of the expense as printers need ink and paper to function. **Another important constraint** is size as the printer will need to be stored in the student's small room and regularly transported. **What is needed therefore** is a low-cost printer with inexpensive ink cartridges that is quite small and light.

From the information in the table, it is clear that the Epson Stylus Photo 1800 is **too** expensive to buy, the ink cartridges are expensive and it is very large and heavy. It can therefore be discounted. The Canon PIXMA iP4200, **while cheap** to buy **is also** expensive to use. And the Epson AcuLaser C1100, at 25kg is much too heavy for a student's room. Therefore, the choice must be between the Epson Stylus Photo R200 and the HP LaserJet 1020. Both printers are below £100.00, are **relatively** small and light, print at a reasonable speed and will print 100 pages for around £3.00. The main difference is that **while** the HP is a black and white laser printer, the Epson is a colour inkjet printer.

So, the final decision must depend on the exact needs of the student. If the student simply needs to print good quality essays, consisting mainly of text and simple tables, the HP is to recommend. However, if the student needs to print colour photographs or diagrams, the Epson **would be** most suitable.

	Epson Stylus Photo R200	Canon PIXMA iP4200	Epson AcuLaser C1100	Epson Stylus Photo R1800	HP LaserJet 1020
					
	Price range: £26 - £28.00	Price range: £53 - £61	Price range: £199 - £345	Price range: £318 - £355	Price range: £80 - £117
Printing Technology	Inkjet	Inkjet	Laser	Inkjet	Laser
Output type	Colour	Colour	Colour	Colour	Monochrome
Connectivity technology	USB 1.1	USB 2.0	Ethernet, Parallel, USB 2.0	FireWire IEEE-1394, USB 2.0	USB 2.0
Printer type	Personal printer	Personal printer, Photo printer	Workgroup printer	Personal printer, Photo printer	Personal printer
Max B&W Printing Speed	15 pages per minute	29 pages per minute	25 pages per minute	1 page per minute	14 pages per minute
Max Colour Printing Speed	15 pages per minute	19 pages per minute	5 pages per minute	1 page per minute	4 pages per minute
Max media size	A4 (216 mm x 356 mm),	A4 (216 mm x 356 mm),	A4 (210 mm x 297 mm)	A3 (297 mm x 420 mm),	A4 (210 mm x 297 mm)
Media Capacity	120 pages	300 pages	180 pages	100 pages	150 pages
Cartridges/Toner	Uses 6 cartridges	Black x 2, Magenta x 1, Cyan x 1, , Yellow x 1	1 toner cartridge	Black x 1; Colour x 3	HP LaserJet Q2612 Print Cartridges
Cartridge Price	£18.00 all together	£9.99 each	£159.00	£11.90 each.	£50.00
Pages per cartridge	430 pages colour; 630 pages B&W	360 pages, B&W; 400 pages, colour	B&W: 4,000 pages; Colour: 1,500 pages	B&W: 440 pages; Colour: 440 pages	2000 pages
Width	46.2cm	41.9cm	44.5cm	61.5cm	37cm
Depth	26.3cm	29.9cm	44.5cm	31.4cm	23cm
Height	19.6cm	16cm	43.9cm	21.9cm	20.8cm
Weight	5.2kg	6.5kg	25kg	11.7kg	5kg

