

## Price and Non-Price Competition

Name \_\_\_\_\_

Visit two DIRECT-COMPETITOR retailers web sites. Compare and contrast each store.

Answer the following questions.

STORE #1 \_\_\_\_\_ STORE #2 \_\_\_\_\_

1) What are the major products that are offered at each store? What brand names are associated with this retailer?

Store #1:

Store #2:

2) What are some of the NON-PRICE factors that are noticed at each store's website, be specific.

Store #1:

Store #2:

3) What products are on sale right now?

Do you think that PRICE factors and SALES are an important part of this stores Marketing Strategy? EXPLAIN your reasons.....

4) In your opinion do you think that PRICE or NON-PRICE competition factors are most critical to the success of a retail store. EXPLAIN.....