Project Title: Product/Service Competitive Comparison

Project Category: Company Contribution

Objective: Compare your company's products or services with 2–3 competitors to highlight similarities, differences, strengths, and areas of opportunity. The goal is to provide your team with a clear view of how your organization stands out in the market and how it might improve or innovate.

Step-by-Step Instructions:

Step 1: Identify the Focus - Ask your supervisor: - Which product, service, or department to focus on? - Who are the top competitors? - What factors are most important (pricing, customer service, features, branding, etc.)?

Step 2: Choose Competitors - Pick 2–3 competitors that offer similar products/services. - Make sure they operate in the same region, target audience, or service category.

Step 3: Create a Comparison Table - Set up a chart or spreadsheet with the following sample columns: - Company Name - Product/Service Name - Price/Cost - Features or Offerings - Customer Service Options - Online Presence / Reviews - Strengths - Weaknesses

Step 4: Conduct Your Research - Visit competitor websites, read reviews (Google, Yelp, Better Business Bureau), and explore their social media pages. - Note how they describe their services, what makes them unique, and how customers respond to them.

Step 5: Analyze and Compare - Highlight 2–3 things your company does better than the competition. - Point out 2–3 features or strategies competitors do better or differently. - Look for gaps or opportunities — what could your company try that the others are doing?

Step 6: Write a Summary Report Your report should include: 1. **Introduction** – What was compared and why. 2. **Side-by-Side Comparison** – Visual table or chart. 3. **Key Takeaways** – Strengths, weaknesses, and opportunities. 4. **Top Recommendations** – 2–3 action steps based on your findings.

Step 7: Share with Supervisor - Review the report together. - Offer to present it at a team meeting or use it to help improve a future marketing or product strategy.

Deliverables: - Competitive Comparison Table - 1–2 Page Summary Report - Optional: Slide deck with visuals for team presentation

Estimated Timeline: 2–3 weeks

Skills Practiced: - Research and analysis - Market awareness - Strategic thinking - Professional writing - Data presentation