

Visa vs Master card

Porters 5 forces

Fahad!

Marketing Strategy – Competitive Position

Company: Lolli & Pops

Focal Industry: Candy store

1. Evaluate the competitive forces that impact your industry. Check those that are applicable in the diagram below and rank the force overall as positive (+) or negative (-) for your firm.

2. List your firm's competitors. Which firm(s) represent the biggest threat(s)?

(General stores) / See's candies, Sweet factory, candy stores in the area besides Washington Square. (Specialty candy stores & online)

3. What is your firm's competitive advantage? E.g., cost advantage, differentiation advantage, or marketing advantage; how is the competitive advantage meaningful and sustainable?

