Your manager has asked you to investigate the Internet marketing strategies used by the company's major competitors. Use the Library, the Internet, and any other resources to research competitors and prepare a presentation.

Here are the questions to address for each of the companies you selected. Answer each question for at least Computer technology Manufacturing Company you find.

1.What market segment(s) seem to be targeted by the company?

2.What is/are the most important customer benefit(s) stressed?

3.How does the company attempt to connect (develop a relationship) with its customers?

4.What is the company's chief strategic advantage over its competitors?

5.What features should your company build into its web site that would rival the competitor's site?

3 slides per company .

At least 8-12 PowerPoint slides with 250 words per slide speaker notes and references .