

Week 2 Lecture 3: Knowing the Competition

Scene #	Scene/Interaction	Narration
1	<p>Interaction Type: Conversation Scene: Classroom</p>	<p>Dr. Benson: In today’s lecture, we will discuss knowing what your competitors are doing, knowing how your market is changing, understanding change and adaptability, and assessing competitive advantages.</p> <p>Dr. Benson: All businesses have competitors. A competitor could be a new business or a substitute or similar product in the market that makes your product obsolete. Keeping an eye on your competitor’s activities is necessary in order to stay ahead in business. Knowing a competitor’s strengths will help a business identify gaps in their offerings, maintain competitive pricing, and stay on top of new developments in the industry.</p> <p>Ryan: What steps should a business take in order to identify changes in the industry so there are no surprises?</p> <p>Dr. Benson: Good question. This brings us to the next topic, keeping track of changes in the market. Businesses operate in a dynamic environment so changes are inevitable. Globalization, technological advances, and economic issues would continue to be driving forces of change. It is therefore important for businesses to keep track of these changes, and adjust their business activities and offerings accordingly. It is important for business leaders to be involved in industry activities such as conferences, training programs, trade shows and other initiatives that bring together business leaders in a specific industry or across industries.</p> <p>Rosa: So how do you then determine changes in customer preferences?</p> <p>Dr. Benson: Continuous review of feedback from customer surveys, and reports on customer complaints would be beneficial. This approach would enable a business to use the information to develop unique products and services that meets customer needs.</p> <p>Dr. Benson: [Pause] Understanding changes in a market and adopting mechanisms that help to improve a business’s adaptability to these changes is essential for success. This knowledge and capability helps to determine the “add value” that would meet changing consumer preferences. Embracing innovation to create new and unique products or services is essential to gaining a competitive advantage.</p> <p>Ryan: How can a company assess its competitive advantage?</p> <p>Dr. Benson: That is a very good question. Competitive advantage assessment could be used as a roadmap towards operational excellence. A starting point is by</p>

		<p>performing a SWOT analysis of the business and its environment. SWOT is acronym for Strengths, Weaknesses, Opportunities and Threats. It is a useful tool for assessing the overall strategic position of a business. A SWOT analysis enables a business to evaluate its internal potential and limitations. It also helps a business identify threats in the market as well as opportunities. A company can minimize the adverse effects of its weaknesses and threats in the market if it is able to: effectively assess its market, take advantage of technological advancements, use process efficiency techniques to cut cost, and develop unique products..</p> <p>Dr. Benson: [slight pause] Now you that you're familiar with how to assess a business's environment, the need to keep track of changing consumer preferences, and adopting effective techniques to keep ahead in business, let's stop for a moment and apply this knowledge to the scenario interaction for this week.</p>
2	<p>Interaction Type: Assessment Scene: Assessment Type: multiple choice question. Correct Answer: B</p>	<p>Dr. Benson: Assuming Chris and Erica found out from their local chamber of commerce that a midsize restaurant a mile from their business was relocating four miles away. Under which category on the SWOT analysis grid would you place this information?</p> <p>A: Threat B: Opportunity C: Lack of expertise or, D: Strength</p>
2a	<p>Interaction Type: Assessment Feedback Scene: Possibly highlight the correct answer in the image or denote its significance in some way. Number of Attempts: 1</p>	<p>Feedback Answer A: This is not the appropriate answer. The midsize restaurant is a threat, however, their move away from Corner Café would reduce the threat. The correct answer is B: Opportunity. The fact that the business is moving further away will open opportunities for Chris and Erica.</p> <p>Feedback Answer B: Correct, the competitor's move would be an opportunity for the corner café.</p> <p>Feedback Answer C: This is not the appropriate answer. Lack of expertise is not included on the SWOT analysis grid. The correct answer is B: Opportunity. The fact that the business is moving further away will open opportunities for Chris and Erica.</p> <p>Feedback Answer D: This is not the appropriate answer. Although the move could eventually add to the Corner Café's strength, Erica and Chris would need to take certain actions before this can become a strength. The correct answer is B: Opportunity. The fact that the business is moving further away will open opportunities for Chris and Erica.</p>
3	<p>Interaction Type: Conversation Scene: Classroom</p>	<p>Dr. Benson: Looking back at today's lecture we learned that it is essential to keep an eye on the competition in order to stay ahead in business. We learned why it is important to</p>

		<p>keep track of changes in the market, understand the nature of the changes, and adopt strategies to improve a business's adaptability. We also learn the fundamentals of SWOT analysis and its benefits.</p> <p>This concludes our lesson</p>
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W2L3.1	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: #8B4513; color: white;"> <th style="width: 50%;">Strengths</th> <th style="width: 50%;">Weaknesses</th> </tr> </thead> <tbody> <tr> <td> <ul style="list-style-type: none"> Your marketing expertise Your innovative product or service Location of your business </td> <td> <ul style="list-style-type: none"> Lack of marketing expertise Poor quality of goods or services Damaged reputation </td> </tr> <tr style="background-color: #8B4513; color: white;"> <th>Opportunities</th> <th>Threats</th> </tr> <tr> <td> <ul style="list-style-type: none"> Move into a new market Strategic alliance Take over a market from an ineffective competitor </td> <td> <ul style="list-style-type: none"> A new competitor in the market Competitor has new and innovative product Competitor has superior channels for product distribution </td> </tr> </tbody> </table>	Strengths	Weaknesses	<ul style="list-style-type: none"> Your marketing expertise Your innovative product or service Location of your business 	<ul style="list-style-type: none"> Lack of marketing expertise Poor quality of goods or services Damaged reputation 	Opportunities	Threats	<ul style="list-style-type: none"> Move into a new market Strategic alliance Take over a market from an ineffective competitor 	<ul style="list-style-type: none"> A new competitor in the market Competitor has new and innovative product Competitor has superior channels for product distribution
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