

U1.19 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is competitor profiling?

Collecting and analysing competitor information to support better marketing decisions.

CARD 2

What does a competitor profile summarise?

A competitor's product range, prices and marketing strategies.

CARD 3

What are the three steps of competitor profiling?

Collect information, analyse it and use the findings to make business decisions.

CARD 4

What are four sources of competitor information?

Competitor websites, advertising and social media, customer reviews and mystery shopping.

CARD 5

How does secondary research differ from primary research here?

Secondary uses existing public information; primary gathers new data such as mystery shopping.

CARD 6

What does competitor analysis help identify?

Competitor strengths, weaknesses and gaps in the market.

CARD 7

How can a business use competitor profiles?

To improve its products, prices and marketing strategies.

CARD 8

What is competitor product range?

The variety of products or services a rival offers, including features and additional options.

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CARD 9

What four product range factors are compared?

Product variety, features and quality, additional options and gaps in the range.

CARD 10

Why compare competitor product ranges?

To expand or differentiate products and identify market gaps.

CARD 11

What are competitor prices?

The amounts rivals charge, including discounts, special offers and pricing approaches.

CARD 12

What price information should businesses compare?

Standard prices, discounts, pricing strategies and additional charges.

CARD 13

Why compare competitor prices?

To review prices, communicate value and consider suitable promotions.

CARD 14

What are competitor marketing strategies?

The methods rivals use to attract customers, promote products and establish their brand.

CARD 15

What marketing information should businesses compare?

Advertising channels, promotions, branding, target audiences and online engagement.

CARD 16

Why compare competitor marketing strategies?

To choose effective channels, differentiate messages and respond to rival promotions.