

How to plan against retail competition?

**Plan against
competition**

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We have broken this article into 2 parts

- **Steps to follow**
- **Example**

◆ Steps to follow

We could try the WIN approach

- Write needs and perceptions of customers and competition
- Include weight ages and scores of above
- Needs and perception total scores are strategized against

◆ Example

- Write needs and perceptions of customers and competition
If for a retail product the key one need is price and perception is price, brand and experience
- Include weight ages and scores of above
If the following table appears for the same

How to plan against retail competition?

Need / Perception	Weightages (total 10)	Player 1 (max 5)	Player 2 (max 5)
Price	3	2	3
Brand	2	2	1
Experience	5	2	4
Total			



- Needs and perception total scores are strategized against

Need / Perception	Weightages (total 10)	Player 1 (max 5)	Weighted Total	Player 2 (max 5)	Weighted Total
Price	3	2	6	3	9
Brand	2	2	4	1	2
Experience	5	2	10	4	20
Total			20		31

Hence Player 1 though lower in price and higher on brand will not get the order as his total is only 20 due to less experience. However if Player 2 increased his brand building exercise he could get a increase in market share

So use WIN to win

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