

Name: _____

Activity 9.3.1 Student Worksheet

Directions: Compare the two samples provided by your teacher. You may use newspapers and company websites as additional resources. After you have finished comparing the samples, complete the analysis questions.

	Sample One	Sample Two
PRODUCT		
Brand Name		
Features		
Quality		
Appearance		
Functionality		
Packaging		
Services		
Warranty		

	Sample One	Sample Two
PRICE		
Cost/unit		
Strategy Used		
PLACE		
Distribution Channel		
Market Coverage		
PROMOTION		
Advertising Methods		
Public Relations		

Analysis Questions

1. What features do the two products have in common?
2. How does the more expensive product compete in the marketplace?
3. Are the products sold directly or through a reseller? How might that affect the marketing strategy?
4. What promotion efforts are most effective for each product?
5. How do manufacturers use branding to gain an advantage in the marketplace?