

Marketing Mix Comparison

Name:

For this project you need to identify 3 similar products that compete in the same market (Example: Nike, Adidas, and Reebok) and apply the Marketing Mix. Please list your three websites below:

1.

2.

3.

Product Type	Brand 1	Brand 2	Brand 3
Product (describe packaging)			
Product How many variations of the basic product are there? (i.e. Flavor, Colors, etc)			
Product Does the company sell other products ? If so, list. (Do count T-shirts or anything with the company name on it)			
Product What is the slogan?			
Product Does the company identify its top product variation? Please list.			

<p><u>Place</u> Does the company tell you where the product is made? Where?</p>			
<p><u>Place</u> What stores are these products sold in?</p>			
<p><u>Place</u> How is the product transported to stores?</p>			
<p><u>Price</u> How much does each product cost? You may research prices at another site.</p>			
<p><u>Promotion</u> How did you like the website? List strengths and weaknesses of each</p>	<p><u>Strengths</u></p> <p><u>Weaknesses</u></p>	<p><u>Strengths</u></p> <p><u>Weaknesses</u></p>	<p><u>Strengths</u></p> <p><u>Weaknesses</u></p>
<p><u>Promotion</u> Does the website offer coupons? What type of offer?</p>			
<p><u>Promotion</u> Does the website provide info about any of its facilities? Look at 1 each and rate it from 1 (low) to 10 (high)</p>			

<p><u>Promotion</u> Does include suggestions on different ways to use this product? How?</p>			
<p><u>Promotion</u> Does the company support any causes or charity?</p>			
<p><u>Promotion</u> Does the website offer games? If yes, List the types of games offered-then rate them on a scale of 1-5 for amount of fun. 1 being <i>boring</i> 5 being <i>really fun!</i></p>			