

Business comparative analysis matrix by marketing components

The following table showcases comparison of various e-commerce businesses operating in similar industries based on multiple components. It highlights components such as product, pricing, marketing and customer service.



Competitor	Products	Pricing	Marketing	Customer Service
Competitor 1	- Wide range of products - Includes unique items	- Competitive pricing - Frequent sales and discounts	- Strong presence on social media - Influencer marketing	Fast and responsive customer service with 24/7 availability
Competitor 2	- Limited product selection - Focus on eco-friendly options	- Higher pricing - Strong emphasis on quality	- Strong email marketing campaigns - Organic search rankings	Personalized customer service with a dedicated account manager for each customer
Competitor 3	- Large product selection - Focus on fast-moving consumer goods	- Low pricing - Focus on value for money	- Strong presence on price comparison websites - Paid advertising	Average customer service response time with limited availability hours

2ets Mft Business Comparative Data Guide

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