

Competitor Analysis Exercise

(Ability to translate strengths to customer benefits)

APPLICATION

Listed below are several company strengths noted by top management of a seed marketing company like Kenya Seed Company after conducting an internal audit:

1. Innovative product features
2. Broad distribution network in all market it serves
3. Lower cost per unit
4. Lower prices in the market
5. Broad product line
6. Strong sales team

How could each of these business strengths be translated into customer benefits that would give Kenya Seed Company a competitive Advantage? Give your Recommendations for purpose formulating marketing strategies.

SEMIS UoN
Seed Enterprises Management Institute

University of Nairobi