

Product Competitor Analysis

	PRODUCT QUALITY	PRODUCT FIDELITY	AFTER-SALES SERVICE	CUSTOMER SERVICE	PRICE	SHIPPING SPEED
Our Business	92	88	73	66	50	77
Competitor 1	95	84	68	71	55	80
Competitor 2	68	57	78	82	59	64
Competitor 3	85	75	55	64	73	79
Competitor 4	56	58	65	69	90	89
Competitor 5	66	72	82	76	88	67
Competitor 6	71	80	49	52	93	68

