

Homework Assignment #9: Individual Exercise

1. List a group of your top competitors. If you cannot find any within Indonesia, find a similar international company.
 - If you say you have NO competition, there is no market!
2. How do you group them (e.g. geography, size, focus)?
3. If you were YOUR competitor, how would you compete with you? List 5 weakness of your own business model, or places of improvement.
4. What creates value for your target customers? What is your major criteria to make your product better (i.e. price, quality, quantity, reputation, service)?
5. Best way to start is looking at customer, not your competitors.