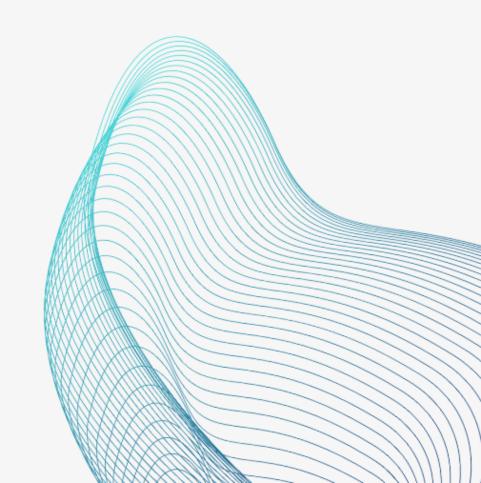Created by
Hubert Joo-Kitano

Competitor Analysis
Workshop

Workshop Objectives:

1. Understanding Competitor Dynamics: Participants will develop an understanding of the importance of competitor analysis in strategic business decision-making and learn how to identify their direct and indirect competitors.

2. Comprehensive Competitor Profiling: Participants will learn how to profile competitors in detail, including assessing their size, location, product features, pricing structure, market share, business strategies, revenue models, customer acquisition tactics, and strengths and weaknesses.

3. Competitive Differentiation: Participants will learn to identify the unique features of competitors' products or services that are most desirable and differentiated, which can inform their own product development and marketing strategies.

4. Evaluation of Competitor Strengths and Weaknesses: Participants will learn to analyze the strengths and weaknesses of competitors, including their growth trajectory, and how these factors can influence their own business strategy.

5. Identifying Key Customers and Best Practices: Participants will learn to identify the key customers of their competitors and uncover the best practices employed by competitors that could be implemented in their own business strategy.

https://docs.google.com/spreadsheets/d/1UHEreJROPdtzM4qf wc0M9h3e_Bv8YQLBQRmxlRvJwps/edit

What is expected of you:

1. Active Participation: Participants are expected to be engaged throughout the workshop. This includes brainstorming on their business idea, actively setting up their Shopify account, and actively participating in discussions.

2. Hands-On Experience: Participants are expected to gain hands-on experience by setting up their own Shopify store during the workshop. This includes defining their niche, choosing a business and domain name, selecting and customizing their theme.

3. Feedback: Participants are expected to provide and receive constructive feedback during the review session. This will involve sharing their Shopify store with others and discussing their choices.

4. Learning Attitude: Participants are expected to be open-minded and willing to learn. They should be prepared to explore different aspects of setting up an online store and to ask questions whenever necessary.

5. Implementation: Participants are expected to apply the knowledge and skills gained during the workshop to their own e-commerce ventures post-workshop. The ultimate goal is for participants to walk away with a ready-to-launch Shopify store.

6. Professionalism: Participants are expected to respect the ideas and opinions of others during discussions and feedback sessions, fostering a supportive learning environment.

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