

2.5.3 The Competitive Environment

Starter

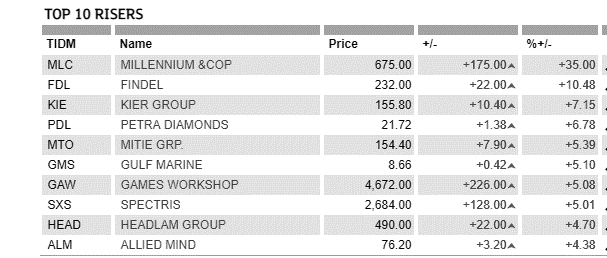
* How often do you shop at independent shops? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Do you stick to chain stores? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Can you recommend a good independent shop? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* What do the independents offer the shopper? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Write a definition of competition here:

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#1 nature of business ownership

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#2 nature of product or services provided

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#3 nature of the product range

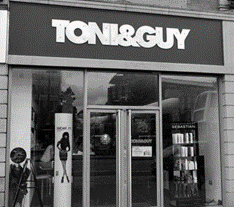
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#4 pricing strategies used

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#5 marketing methods used

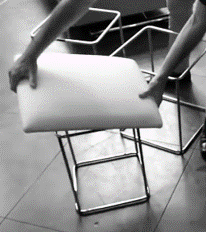
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Independent vs Chain store: Tony and Guy

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How do independent hairdressers compete?

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The impact on business of being in a competitive market

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