

Test #1 Assignment
- Competitive Analysis -

Video: How to Conduct a Competitive Analysis

Video link: <https://www.youtube.com/watch?v=C91utiNU0cI>

Guidelines:

- 1) Choose three companies from the same industry. (*Companies can be from anywhere*)
- 2) Conduct a competitive analysis for these three companies.
- 3) Report your competitive analysis findings using the template in the video (*see video link above*).

Notes:

- **Deadline:** A written report (2 pages long maximum) must be submitted to the professor by **Tuesday Nov 15th, 2022**. Also, a soft copy must be submitted by email at Ouakouak.m@gust.edu.kw.
- **Group:** Two students maximum.
- **Grade:** This assignment is worth 8 points that will be added to exam #1 grade.