

# Competitive Profile Matrix

		Your Company		Competitor 1		Competitor 2	
Critical Success Factors	Weight %	Rating	Weighted Score	Rating	Weighted Score	Rating	Weighted Score
Product Quality	5%	4	0.2	1	0.05	2	0.1
Customer Service	10%	3	0.3	2	0.2	3	0.3
Pricing	10%	4	0.4	3	0.3	3	0.3
Innovation	5%	4	0.2	4	0.2	4	0.2
Brand Reputation	10%	4	0.4	1	0.1	4	0.4
Distribution Network	5%	3	0.15	4	0.2	4	0.2
Digital Presence	10%	1	0.1	4	0.4	4	0.4
Operational Efficiency	10%	2	0.2	4	0.4	2	0.2
Environmental Impact	10%	3	0.3	3	0.3	4	0.4
Research and Development (R&D)	10%	4	0.4	3	0.3	4	0.4
Financial Stability	10%	3	0.3	3	0.3	3	0.3
Partnerships and Alliances	5%	2	0.1	1	0.05	2	0.1
<b>Total Score</b>	<b>100%</b>		<b>3.05</b>		<b>2.8</b>		<b>3.3</b>

# Competitive Profile Matrix And Swot Analysis

**Eleanor May Travers**



## **Competitive Profile Matrix And Swot Analysis:**

**Green Finance and Energy Transition** Nadia Mansour, Lorenzo M. Bujosa Vadell, 2025-02-07 Economic models must evolve to avoid irreversible consequences for our planet in the face of climate change The question is How can we provide a growing population with access to affordable viable energy while preserving our environment Green finance is a pivotal concept that guides financial actions and operations toward fostering the energy transition and combating global warming Finance a key player in resource allocation now incorporates an environmental dimension alongside the pursuit of economic profitability setting it apart from traditional finance This book presents methods to provide a framework for financial transactions support sustainable development combat global warming and enhance the transparency of financial product providers

**Increasing Management Relevance and Competitiveness** Badri Munir Sukoco, Rahmat Setianto, Nidya Arina, Ade Gafar Abdullah, Asep Nandiyanto, Ratih Hurriyati, 2018-04-17 Increasing Management Relevance and Competitiveness contains the papers presented at the Global Conference on Business Management and Entrepreneurship the 2nd GC BME 2017 Surabaya Indonesia on the 9th of August 2017 The book covers 7 topics 1 Organizational Behavior Leadership and Human Resources Management 2 Innovation Operations and Supply Chain Management 3 Marketing Management 4 Financial Management and Accounting 5 Strategic Management Entrepreneurship and Contemporary Issues 6 Green Business 7 Management and Economics Education

**Quality Management for Competitive Advantage in Global Markets** Saiz-Álvarez, José Manuel, Olalla-Caballero, Beatriz, 2020-09-04 Quality should be treated as a culture of success in the market Enterprises focused on quality will survive in the long term in this new environment because quality is what may create a real and robust link between a company and its clients and these clients should always be considered the heart of any business without them there is neither option nor sense to continue any activity in a company Quality Management for Competitive Advantage in Global Markets is an essential reference source that discusses the importance of quality practices and global market practices With research that allows practitioners to improve their understanding of the strategic role of quality in the information and knowledge society it focuses on describing a global economy formed by networks organizations teams workgroups information systems and finally actors in networked environments Featuring research on topics such as consumer satisfaction human capital and quality management the target audience of this book is composed of professionals and researchers working in the field of information and knowledge management in various disciplines including library information and communication sciences administrative sciences and management education adult education sociology computer science and information technology Moreover the book provides insights and supports executives concerned with the management of expertise knowledge information and organizational development in different types of work communities and environments

**The Governance** Shri Bhagavatananda Guru, 2020-08-09 This is a training regimen course focused on the fundamentals of business management and governance These are typically non credit bearing

programs that require less than 100 hours of total learning The book will teach you to think differently about the key management and financial aspects of running an organization as well as what consumers want and expect For example as doctor it will give you the confidence to take up management and leadership roles and compliment interests in health policy and commissioning

**Strategic Management Analysis of FedEx** Oluwagbenga Afolabi,2018-08-27 Seminar paper from the year 2018 in the subject Business economics Business Management Corporate Governance grade 100 00 Saint Leo University language English abstract The need for the services of logistic companies has experienced a geometric increase in recent times fueled by the spike in online shopping Our company focus on this strategic analysis is the Federal Express FedEx established on April 17 1973 by W Smith a Yale graduate However logistic companies have not been able to meet up with the demand for their services because they lack the capacity to fulfill these deliveries This is largely due to the firm s limited resources and unpreparedness for such geometric increase for parcel delivery Even though the company was not able to meet all its scheduled parcel deliveries the firm still recorded a substantial gain in 2017 the majority of which came from ground delivery Therefore our strategic plan includes repositioning the FedEx ground delivery service to capture this externality and increase ground delivery services revenue by 20 percent Using the EFE and IFE matrices we determined that Amazon accounts for about half or 53 percent of the United States online sales Although the company is entering the logistics business we believe the rate of shop and ship commerce will double that of last year However the existing system is not capable of meeting the demand for on time delivery especially during the peak period To address the above problem we recommended a strategic alternative for FedEx based on the results of various strategical analysis tools used that converged to the same conclusion i e the need for FedEx to expand its ground delivery service Further this strategic alternative consists of opening new Hubs increasing ground delivery vehicles and delivery drivers However adopting these alternative strategies has its associated advantages and threats Some of the advantages of expanding its ground delivery system are for the firm to effectively capture the benefits of the spike in online purchases Furthermore opening more Pickup Delivery Stations and Hubs can ensure speed of shipment and delivery However one of the major impediments to this strategy is the cost associated with increasing its delivery fleets and drivers Therefore channeling a portion of the Tax cut windfall to purchasing these vehicles and hiring new delivery drivers will yield a return on investment in the long run based on the result of the strategic analysis

*Strategic Management* ,2004 In a business world characterised by change turbulence and corporate scandals strategy is more crucial today than ever before Far too often top management develops a strategy for the company that is never communicated to or understood by other levels

*Business Strategy* Irene Chow,2004 Offers a taste of the diverse management and economic climate in Asia by placing a magnifying glass over the economies of Asia It first develops a framework for understanding business strategy then provides a detailed profile of Asian countries with spotlights on their business characteristics and how that affects the implementation of strategy

**Focus on Strategic Management** ,2007



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