

Home Work

Strategic Management

TOPIC

Three Regularly Used Products &
Their Competitive Benefits

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Product: Cell Phone

Manufacturer: Sony Ericsson

Reason for Choosing

- Comparatively less costly than other reliable brands.
- More features comparing to price.
- As brand reliability, not that much lower standard than other leading brands.
- As ex-loyal and later dissatisfied (due to product longevity) customer of Nokia, changed the brand.

Competitors' Product

- Other closer competitors' products are costly with this feature.
- Other competing brands (like: Nokia) are not doing well in terms of product quality and durability.

Product: Mouse & Keyboard

Manufacturer: A4Tech

Reason for Choosing

- Mouse of this company lasts long.
- It's durable and sustain long even in rough use.
- Its size and shape designed in such a way so that it becomes easy to use it and handle.
- Friends suggested using this product.
- This product is heavily available.
- Long time usage benefit (due to use of long time, it gives a mental comfort).
- It's a known brand in our country.

Competitors' Product

- Other brands don't seem to be that much longer lasting.
- Other brands don't seem to be that much reliable in terms of quality.
- Other competing brands haven't been tried since the current branded one don't showed any major problem to change.
- In many cases, the shape and size don't seem to be that much handy.
- Other competing brand didn't grab the attention with their image.

Product: Sandal

Manufacturer: Bata Shoes

Reason for Choosing

- The sandal from Bata is comfortable.
- It's lasts long.
- The design is simple.
- It's not that much heavy.
- Long time usage benefit (due to use of long time, it gives a mental comfort).
- Brand reliability is also considered.

Competitors' Product

- Other competing brands' products don't have that much simple design and light weight.
- Since those brands tried never, so no idea about their other features, like: durability and comfort.