

TASK DETAILS	
Title	COMPETITOR ANALYSIS
Type	TEAM
Activity	REFINE BUSINESS IDEA
Department	ALL DEPARTMENT
Duration	1x SESSION, 1 CLASS HOUR
LEARNING OBJECTIVE	OUTPUT
•	<ul style="list-style-type: none"> Competitor analysis based on pricing and market positioning Unique Selling Point (USP) of the company's product/service

INTRODUCTION

Competitor analysis is a crucial step in determining the feasibility of a business idea by understanding market position and competitive advantage. In this stage, students will identify key competitors, analyze pricing and promotional strategies, and determine the Unique Selling Proposition (USP) of their product or service. Through this analysis, students can develop strategies that differentiate their product from competitors, thereby increasing the chances of market success.

No	ACTIVITY
1	<p>The facilitator provides a brief explanation of what business competitors are:</p> <p>A business competitor is an individual or company offering similar or substitute products/services and targeting the same market or consumers. Competitors vie for customer attention, trust, and loyalty. They can influence consumer decisions and business growth, so understanding their strategies, strengths, and weaknesses is crucial in building a superior business strategy.</p> <p>There are two types of business competitors:</p> <ul style="list-style-type: none"> A. Direct Competitor: Offers the same product/service to the same target market, Example: Indomie and Mie Sedaap – both sell instant noodles to household consumers at similar price ranges. B. Indirect Competitor: Offers alternative solutions to meet the same needs, Example: Instant rice or frozen meals can be considered indirect competitors to instant noodles.

2	<p>Competitive Analysis Matrix</p> <p>After the explanation, the facilitator introduces students to how to identify competitors using the Competitive Analysis Matrix (a sample matrix should be provided).</p> <table><tr><th colspan="3">Competitive Analysis Matrix</th></tr><tr><th colspan="3">Indomie vs Mie Sedaap</th></tr><tr><th>Factor</th><th>Indomie</th><th>Mie Sedaap</th></tr><tr><td>Varian Rasa</td><td>10</td><td>7</td></tr><tr><td>Harga</td><td>Rp. 2,800</td><td>Rp. 2,700</td></tr><tr><td>Popularitas Brand</td><td>Global</td><td>Nasional</td></tr><tr><td>Jumlah Dsitributor</td><td>1100</td><td>1000</td></tr><tr><td>Strategi Promosi</td><td>Iklan TV, Media Sosial, Event</td><td>Ads Digital, Media Cetak</td></tr></table> <p>Encourage students to analyze the data together. Discuss how each brand's strengths and weaknesses are displayed in the table and how this can serve as a basis for forming their business strategies.</p>	Competitive Analysis Matrix			Indomie vs Mie Sedaap			Factor	Indomie	Mie Sedaap	Varian Rasa	10	7	Harga	Rp. 2,800	Rp. 2,700	Popularitas Brand	Global	Nasional	Jumlah Dsitributor	1100	1000	Strategi Promosi	Iklan TV, Media Sosial, Event	Ads Digital, Media Cetak
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3	<p>Competitor Research and Matrix Development</p> <p>Once students understand the concept and analysis example, ask each group to:</p> <ul style="list-style-type: none">Identify at least two direct competitors and one indirect competitor for their product or serviceConduct basic research using sources such as social media, marketplaces, official websites, and customer reviewsInput findings into the Competitive Analysis Matrix <p>Encourage students to not only record facts but also critically analyze each competitor's strengths and weaknesses.</p> <ul style="list-style-type: none">After gathering the data, students discuss in their groups to draw conclusions:What can they learn from the competitors?What market opportunities are still open and can be leveraged?																								
3	<p>Based on their research and analysis, guide students to formulate a Unique Selling Proposition (USP).</p> <p>A USP is the unique value of a product that differentiates it from competitors and serves as the reason why customers would choose it.</p> <p>How to formulate a USP:</p> <ol style="list-style-type: none">Identify the unique features of the product/serviceDetermine the value it offers to customers (e.g., convenience, affordability, premium quality, personalization)Ensure the uniqueness is important to the target marketCheck whether the uniqueness is hard to imitateFormulate the USP in one clear and compelling sentence <p>Examples of USP statements:</p> <p>"Our healthy drink is not only low in sugar but also made from locally sourced natural ingredients for a fresh, unique taste."</p> <p>"We offer a digital planner that is fully customizable and synced across all your devices."</p>																								

	<p>"Our laundry service provides 1-hour pickup and delivery with no additional charge."</p> <p>After formulating the USP, students can develop a differentiation strategy to strengthen that uniqueness and consider how to communicate it to the market (via features, pricing, customer service, or promotion).</p>
4	<p>Each group is tasked with preparing a competitor analysis document including:</p> <ol style="list-style-type: none"> 1. List of direct and indirect competitors 2. Completed Competitive Analysis Matrix 3. USP formulation 4. Differentiation strategy <p>Afterward, each group will deliver a 5–7 minutes presentation to share their analysis and strategies. The goal is to foster discussion and constructive feedback between groups.</p> <p>The facilitator can guide the discussion with reflective questions such as:</p> <ol style="list-style-type: none"> 1. Does the proposed strategy clearly differentiate from competitors? 2. Are there competitor weaknesses that haven't been fully exploited?

REFERENCE

1. "How to Do a Competitive Analysis in 6 Steps" – HubSpot
2. "What makes a product successful?" – Ted-Ed

TASK TEMPLATE