**Types of Competition – P. 121 – 123**

**Who are the direct and Indirect competitors for McDonalds?**

|  |  |
| --- | --- |
| Direct Competition | Indirect Competition |
|  |  |

Discretionary income : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Disposable income : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Exit Ticket:**

Come up with your own example of a company and list their indirect and direct competitors:

Your chosen company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Direct Competition | Indirect Competition |
|  |  |

**Ways that companies compete among products**

Fill in the table below by using the power point slide as a reference:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Quality | Price | Design | Features | Benefits |
|  |  |  |  |  |

In the table below, choose an industry you know well (fast food chains, shoes, clothing, etc.) that competes with your chosen product in each way using the table below:

Industry: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Quality | Price | Design | Features | Benefits |
| Company:  Reasoning: | Company:  Reasoning: | Company:  Reasoning: | Company:  Reasoning: | Company:  Reasoning: |