

Competitive Branding Strategies to Achieve Sustainable Growth

Your Company Name



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for competitive branding strategies to achieve sustainable growth



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About competitive branding and its key benefits

The following slide outlines the definition and major advantages of competitive branding. Higher sales, increase in market share, strengthening customer loyalty and improves brand recognition are the major benefits which are mentioned in the slide.

Overview: Competitive branding is the competition between top market players that offer same services or products within the same industry.

Higher revenue



- o Offering innovative and creative products boost product sales
- o Companies recorded **35%** increase in product revenue by offering innovative products
- o Add text here
- o Add text here
- o Add text here

Increased market share



- o Brand earns significant percentage of market share by offering competitive products
- o Firms recorded **20%** increase in market share by providing competitive products
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Improves customer loyalty



- o Loyal customers continuously purchases the product or service
- o Customer loyalty rate significantly improves by **45%** with continuous purchase
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Increases brand recognition



- o Potential customers can easily recognize the company's brand
- o Brand recognition and awareness rate increases by **35%**
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Key
benefits

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Key statistics associated with competitive branding

The following slide outlines major statistics related to competitive branding. It covers information about the customer service, personalized experience, product transparency, video content and online deals.

01

Customer service

- 75% of people pick one brand over another because of better customer support services

02

Customize experience

- 80% of the people will pick a brand that delivers personalized shopping experience

03

Product transparency

- 45% of people will start using one brand if the product is transparent

04

Video content

- 90% of the people select a brand which is continuously providing engaging video content

05

Online deals

- 60% of people go after the brand which continuously offers great deals and discount

06

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Determining the most successful competitor (1/2)

The following slide outlines the parameter to determine the most powerful and successful competitor. The comparison is drawn on the basis of year of establishment, total sales, products offered, global presence, number of employees and headquarter.



Competitors	Year of establishment	Total revenue	Products offered	Global presence	Number of employees	Headquarter	Add text here
Competitor ABC	2015	\$1 BN	Product A Product B	50+ Countries	20,000+	California, USA	Add text here
Competitor DEF	2013	\$1.5 BN	Product A Product B	65+ Countries	25,000+	Chicago, USA	Add text here
Competitor GHI	2010	\$0.5 BN	Product A Product B	40+ Countries	21,000+	New York, USA	Add text here
Competitor JKL	2012	\$1.2 BN	Product A Product B	70+ Countries	18,000+	Boston, USA	Add text here
Add text here	Add text here	Add text here	Add text here	Add text here	Add text here	Add text here	Add text here

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Competitive analysis using SWOT model

The following slide outlines a comprehensive strengths, weaknesses, opportunities and threats (SWOT) model of the most successful competitor. This model will assist businesses in developing effective business strategies to gain competitive edge.

Competitor:
DEF

No. of employees:
25,000+

Year of
establishment **2013**

Headquarter
Chicago, USA

Strengths



- o Excellent customer service, with NPS score of 95
- o Highest market share (XX%) for 2021
- o Add text here

Weaknesses



- o Organization is highly dependent on US target audience (75% of the revenue in 2021)
- o Low website visibility

Opportunities



- o More growth opportunities in the Indian market (Untapped market)
- o Implementing a customer loyalty program can increase customer satisfaction

Threats



- o Entry of new players can affect the organizational revenue
- o Change in economic condition might decrease customer spending
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NPS* - Net Promoter Score

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Types of competitive branding: Direct and indirect

The following slide outlines the multiple types of competitive branding. It covers detailed information about direct and indirect brand competition along with their examples.



Direct





- Brands offers the similar lines of services or products having identical features to the same target audience
- Business goals and promotional strategies of the companies are similar

Indirect

- Brands offers the same services or products having different nature, attribute and features
- Business goals and promotional strategies of the brands are different from one another
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Add text here

- Add text here
- Add text here
- Add text here
- Add text here

					
Brand	Top selling products	Brand	Top selling products	Brand	Top selling products
Apple	iPhone, iPad and Mac	McDonald's	Add text here	Brand ABC	Add text here
Samsung	Smartphones, tablets and laptop computers	Subway	Add text here	Brand XYZ	Add text here

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Overview of various products we offer

The following slide outlines the overview of product portfolio offered by a brand. Price, size, shape, weight, color and unique selling point (USP) are the key components which are mentioned in the slide.

Our company



Product ABC

- Price – \$50
- Shape – Square
- Weight – 500g
- Available Colors – Black, White and Pink



Product DEF

- Price – \$60
- Shape – Square
- Weight – 250g
- Available Colors – Yellow, Green and Black

USP

Locally crafted product with low price

Best quality product with 24*7 after-sales service

Competitor DEF



Product ABC

- Price – \$40
- Shape – Square
- Weight – 200g
- Available Colors – Red and Grey
- Add text here



Product DEF

- Price – \$45
- Shape – Square
- Weight – 200g
- Color – Purple and Rose Gold
- Add text here

USP

User-friendly product

Most innovative product with sleek design

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