

PIEDMONT FARM GRASS-FED BEEF CASE STUDY: ASSESS YOUR COMPETITION

The following discussion questions are a companion piece to the Piedmont Farm Grass-Fed Beef Case Study. They are intended for discussion purposes only and have no right or wrong answers.

Who are your primary retail store competitors (who else sells to the stores your sell to)?

1. _____
2. _____
3. _____

Who are your primary direct-to-consumer competitors?

1. _____
2. _____
3. _____

What is the current market price of your product (what are others charging)?

What are the trends in the market (growing, static, declining)?

What do you see as your key market characteristics?

Based on this information, what do you see as your market niche (where are you unique)?

What is the public's perception of your product?

What are potential alternatives to your product?

