

## **Section 34 Questions**

**How many companies are presently selling a product that directly competes with yours?**

Over 5	1	2	
Under 5	3	4	5
One	6	7	8
None	9	10	

**If there are similar products on the market, how successful are they?**

Not very		1	2
Fairly	3	4	5
Moderately	6	7	8
Very Successful	9	10	

**How many companies are presently selling products which indirectly compete with (can be substituted for) yours?**

Over 5	1	2	
Under 5	3	4	5
One	6	7	8
None	9	10	

**If there is existing competition, how large and financially sound are they?**

Very large and sound	1	2	
Moderately large and sound	3	4	5
Small and unsound	6	7	8
No competition	9	10	

**Are you financially prepared to enter a battle for market share if that battle will be one fought by heavy advertising on the part of your competitor?**

No	1	2		
Possibly	3	4	5	
Probably	6	7	8	
Yes	9	10		

**Is there enough of a profit margin in your product to allow you to cut your prices to compete in a price driven market?**

No		1	2	
Possibly	3	4	5	
Probably	6	7	8	
Yes	9	10		

**If your battle for market share will be based on product features, do you have any additional features “up your sleeve” that you can add at a later date to make yours the product of choice?**

No	1	2				
Working on them now	3	4	5	6	7	8
Yes	9	10				

**If the introduction of your product will threaten the existence of an existing competitor, have you figured out how they will fight back?**

No	1	2				
Working on it	3	4	5	6	7	8
Yes	9	10				

**If the introduction of your product will threaten the existence of an existing competitor, and you have figured out how they will fight back, have you developed a plan to counter their attack?**

No

1 2

Working on it

3 4 5 6 7 8

Yes

9 10

[Section 35 >> Next >>](#)