

9 Competitive Factors

1. Price
 - < Best price for each sale
 - < Tracking/Predicting Market Trends
2. Profit Margin
 - < Flexibility
 - < Re-investment
3. Quality of Design
(Knowing, communicating, & acting on customer's needs)
 - < Stated Needs
 - < Implied Needs
4. Quality of Manufacturing
(every part/service exactly to spec)
5. On-time Delivery (calls, quotes, product, etc.)
6. Order Lead Time
7. Features & Services (non-product related)
8. Sales, Marketing, Brand Name, Reputation
9. Technology