ZEN MANGO™
Marketing . Brand Strategy . Research

Competitive Recon
An intensive market level analysis of your competitors in the market.

What is it

Competitive Recon is a unique business analysis tool that compares product offerings, pricing strategies, locations and local store marketing. It provides first-hand feedback about you and your competition at a micro level which can create opportunities to help you excel in your biggest, most valuable markets.

We collect and analyze the information that compares your products, pricing, discounting (deals) and locations with the corresponding features of your competition. Customized reports are created and real time strategies are tailored to fit your company's needs.

With the use of Competitive Recon, your company benefits from:

- Increased effectiveness and competitiveness in each market that your brand operates in.
- Detailed knowledge of your major markets to help you better serve the unique needs of your customers, no matter where they are.
- A comprehensive analysis of each major market giving your brand a competitive advantage over your competition.
- A boost in revenue for each market which helps you increase overall sales.

With the help of Competitive Recon, you can know the real truth at the store level and in the market to aid you in making informed business decisions. Get your competitive recon started today!

How it works

- We compare your products, pricing, and local feedback with those of your competitors to identify your competitive strengths on a micro level.
- Next, we analyze the results and translate the data into actionable visual comparisons. All data comes to you in close to real time and can be quickly updated.
- No two Competitive Recon's are the same. We assist you in creating customized strategies that can be quickly turned into 'easy to implement' actions.
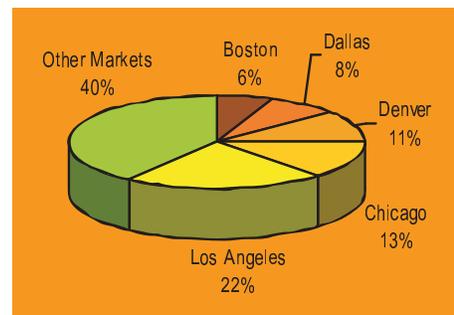
Sales by Market

A HANDFUL OF [CRITICAL FEW] MARKETS CONTRIBUTE TO ROUGHLY 50% TO 60% OF YOUR OVERALL SALES

We recommend understanding [a critical few] markets first and spending critical resources on them. We analyze [a critical few] markets and locations in detail, exploring every aspect of pricing strategies, competition and market trends in each geographic location.

SUMMARY:

- Your restaurant rates slightly below the average for AUVs in the market.
- Competitor A is a strong regional player but only has about a 3rd of the the units.
- Overall pricing in the market is above average and your restaurant follows suit but with a larger than average gap vs. Competitor B at almost 40 points.

Description/Brand Position	Your Restaurant		Competitor A		Competitor B	
	National burger competitor offering high quality burgers and salads. Premium burger positioning.		National burger competitor offering traditional fast food quality and pricing. Fresh burger positioning.		Regional fast food chain with burgers as a large product mix. Value fast food positioning.	
	2004	2005	2004	2005	2004	2005
Average Unit Volume (AUV)	$200k	$300k	$300k	$400k	$400k	$500k
Open Units (per Recount)	300	400	700	800	100	200
Estimated Market Sales	$ 80,000	$ 150,000	$ 100,000	$ 180,000	$ 50,000	$ 150,000
Population						18,000,000
Units per 10,000 People	0.17	0.22	0.39	0.44	0.06	0.11
Sales per Person	$ 4.44	$ 8.33	$ 5.56	$ 10.00	$ 2.78	$ 8.33
Sales Share	35%	31%	43%	38%	22%	31%
Asset Characteristics	Size: 2000 Sq ft. Real Estate: Inline Age: 2.4 years		Size: 1600 Sq ft. Real Estate: Inline Strip Age: 3.6 years		Size: 2500 Sq ft. Real Estate: Free Standing Age: 1.6 years	

Hypothetical Competitive Market Summary - Los Angeles

"Their rapid turn around of market level competitive insight is a 'Must Have' for any brand. This breaks the paradigms for big corporations who at times see all markets as the same. (Their Competitive Insight) helps a brand take the strategy to market level. Actionable and simply brilliant."

Scott Zuckerman, Chief Marketing Officer
Potbelly