

Competition and Branding

Presentation for URI project Teams

URI Advisory Board

October 14, 2015

The Nature Of Competition

- **The simultaneous demand by two or more organisms for limited environmental resources;** such as nutrients, living space, light, market share or wealth
- According to the competitive exclusion principle, organisms less suited to compete for resources should either adapt or die out, although competitive exclusion is rarely found in natural ecosystems.

Key Competitive Business Tasks

- **Ask the right questions and gather the right Information (Competitive Intelligence);**
 - **Technical** – Are there other ways of solving the same problem? Is anyone else doing what you are doing?
 - **Market** – What market are we going after? Who would be our customers - demographics?
 - **Size** - Is it a consumer market or a business to business; a small niche or general consumption? Is it a growing or declining market? Addressable market and market share, pricing and elasticity
- **Competition** - Who else is in this market? What are their strengths and weaknesses, of both product and company?
- **Environmental:** Are there regulatory, or licensing requirements? Need for political action?

Sources of Competitive Intelligence

- **Public searches**– Google and other Internet searches
- **Public databases** – Government (PTO searches) and various business groups (Chamber of Commerce, business associations, etc.), public libraries, Universities, News organizations, stock trading sites
- **Private databases** – Bloomberg, Dun and Bradstreet, Conference Board
- **Original research** – Personal interviews; potential customers, retailers or suppliers, people in industry, faculty
- **Proper Competitive Intelligence allows accurate identification of:**
 - Pricing and distribution strategies
 - Product features and/or services
 - Potential competitors and partners/strategic investors

Branding

- A brand (or marque for car model) is a name, term, design, symbol or other feature that **distinguishes one seller's product from those of others in the market**
- Branding creates an image of the product or company in the market's collective and individual's mind. It is usually associated with some pleasurable emotion, like trust, enjoyment, happiness or inventiveness.
- It usually is established over a long period of time through marketing, advertising and exceptional product features/design or service

Trademarks

- A unique identification of your brand – it can be a symbol, name, logo, or specific design or color
- A trademark may be designated by the following symbols:
 - TM (the "trademark symbol", which is the letters "TM", for an unregistered trademark, a mark used to promote or brand goods)
 - SM (which is the letters "SM" in superscript, for an unregistered service mark, a mark used to promote or brand services)
 - ® (the letter "R" surrounded by a circle, for a registered trademark)
 - Registering a trademark allows for more effective legal enforcement of your brand

Trademarks

- Some Examples and a perception exercise:

