

Competitive Landscape

| Name | Product | Quality | Size | Price | Service | Reputation | Strength | Weakness | Ownership | TYPE | Key Clients | Notes |
|------------------|--|---|---------------------------------------|-------------------|-----------------------------------|--|--|---------------------------------|----------------------|------------------------|------------------|--------------------------|
| Comp A | Smaller line | Inferior | Smaller Employees 3-4 | Lower | Inferior Uses Fax | Overall OK Owner decent | XQZ LINE | Size No National service | Canadian | REGIONAL | | Distributor V Future ? |
| COMP B | Smaller offering – decent on Product XXX | Inferior | Smaller in Canada | Lower | Inferior Limited manpower | Inferior | On line ordering Lower price | Lower quality | Canadian – Hungarian | NATIONAL | SOURCE TELUS | Own BRAND |
| COMP C | Smaller offering | Inferior | Smaller (Husband & wife) | Lower to +/- same | Inferior | Inferior as Co but owner has good reputation (?) | Lower price | Size | Canadian | REGIONAL | SEARS STAPLES | Distributor P Future ? |
| COMP D | Smaller offering but good w/Cellular line` | Different Overall comparable | Sell int'l Market Can. Market smaller | Lower to +/- same | Inferior | Satisfactory Focus on large accounts | Own Brand Target US accounts | Size in Canada Canadian Service | Canadian | NATIONAL and INTERNAT. | TELUS BELL | OWN BRAND |
| COMP E Montreal | Smaller product line | Inferior | Smaller One man show | Flexible Price | Inferior | POOR (due to excessive discounts) | Key relationships | Owner (Roberto ?) | Canadian | REGIONAL | ALDO REITMANS | Distributor |
| COMP F US | DIFFERENT | Comparable Our ease of use better | LARGER | Lower to +/- same | Inferior No Canadian employees | Reputation Good 4 Product Weak 4 Service | Technology | Limited Canadian Presence | US | REGIONAL | | Potential A acquisition? |
| COMP G | LARGER PRODUCT SELECTION and LINE | Inferior on comparable line | LARGER | Lower to +/- same | NA | SIMILAR` | Well established since 1954 | Different Focus | Canadian | NATIONAL | HENRY'S BEST BUY | OWN BRAND |
| COMP E Vancouver | Smaller product line | Somewhat inferior Focus on smaller chains | Smaller | Same to HIGHER! | Similar Stronger w/regional accts | GOOD | Diversification Focus on smaller accts | Size | Canadian | REGIONAL | JYSK Bedding | OWN BRAND |
| COMP F | LARGER PRODUCT LINE | Comparable but lack innovation | LARGER | Lower to +/- same | Good REPS but POOR service | Overall GOOD but hot/cold depending on where | ABC– force in our industry | Weak Management | US Acquired by ABC | NATIONAL | WALMART BEST BUY | OWN BRAND |

Comparisons are made vs. us and most are subjective . GREEN COLOR indicates favourable info while ORANGE COLOR indicate somewhat negative info