Competitor Analysis

**Company Description:**
Our company specializes in baseball equipment, but also manufactures softball, basketball, training equipment and American footballs. We have also recently started making fan gear such as chairs, tents, and bags with team logos on them.

**Short Project Name:**
Competitive Analysis

**Project Description and Deliverables:**
The on-campus internship team will conduct an in-depth analysis of our direct competitors. This analysis will require the team to discover the competitor's financial information, strategies, geographic concentration, product line strength, and brand strength. The team will identify areas to target for growth and ways to protect company strengths.

Key Deliverables
Competitive analysis

**Company Description:**
A privately owned environmentally conscious global specialty chemical company providing the household and industrial detergent, personal care, lubricant, oilfield, emulsion polymerization, textile, and agriculture industries with high-quality specialty chemicals. We are customer focused and market driven. Our core proprietary technologies involve alkylation, sulfonation, sulfation, custom blends and a number of other specialty operations. We are an industry leader in chemical innovation, product quality and safety.

**Short Project Name:**
Green Chemical Movement and Chemical Production In India

**Project Description and Deliverables:**
We are looking to gain detailed information on the recent advances in chemical production from green/environmentally friendly resources.

Conduct research and analyze information concerning emerging green chemical manufacturing technologies, raw materials and companies. The team will develop a database of information and create dossiers’ which will be used by the company leadership team. The BYU students will work closely with our Marketing Manager in utilizing a variety of research tools and methodologies to complete the information gathering and analysis of the emerging green chemical movement.

Key Deliverables
Students to help company gain an in-depth understanding of the Bio-based companies and their technologies that are geared for replacing petro-based raw materials. Dossiers would be created for each of these companies and would feature the following sections: Financial backing,
technology, JV’s and partnerships, products/chemistries, commercialization efforts and progress, target markets and industries, sales and revenue.

**Company Description:**
A leading HRIS provider and we’re growing fast! Our goal is to build the best HR software in the world for small and medium businesses. The purpose of our web-based application is to streamline and automate human resource administration so HR can take care of the people.

**Short Project Name:**
Competitive Analysis of HR Software Providers

**Project Description and Deliverables:**
We are seeking assistance in conducting an industry competitive analysis of leading HR Information System providers including pricing, product features, and market segment comparisons. The objective of this analysis is to provide us with benchmarking comparisons that will assist us in identifying competitive strengths and weaknesses of our offering. This analysis will include the following objectives and responsibilities:
1. Research general trends in the HR software industry.
2. Research and ascertain the top HRIS providers in the United States that focus on the Small to Medium Business (SMB) market.
3. Conduct surveys with the HRIS providers via telephone and/or email to determine key metrics including, but not limited to, pricing, product features, key differentiators (according to them), business model (SaaS/web-based subscription, on-premise/desktop download, freemium), and current number of customers.
4. Conduct SWOT analysis on the key metrics from the surveys and secondary research. Also seek to identify best practice commonalities.

**Key Deliverables**
1. Deliver written report outlining the key findings including best practice commonalities and recommendations for change. The report should include an appendix with the survey data, secondary reports/research, and any other relevant information gathered during the project.
2. Deliver a PowerPoint presentation summarizing the key findings and recommendations for change. The presentation should also include a competitive matrix comparing us to the other competitors.