

Retail Environment Analysis

Name:

You work for SunRize, an organic sports drink company, and you have been asked to do a competitive analysis to see where your company's product compares to other sports drinks. Choose from the following:

- Gatorade
- Vitamin Water
- Honest Sport
- BodyArmor
- Other/Regional brand

Fill out the chart below for three competitors:

Competitor #1	Competitor #2	Competitor #3
Overview	Overview	Overview
Vison/Strategy	Vison/Strategy	Vison/Strategy

Mission Statement	Mission Statement	Mission Statement
Additional Value	Additional Value	Additional Value
Target Market	Target Market	Target Market
Total Sales (in millions)	Total Sales (in millions)	Total Sales (in millions)
Additional Details	Additional Details	Additional Details