

Competitive Matrix

Your Business

Competitor A

Competitor B

DINNER PLAN PRICE		
\$325 for 5 dinners	\$75 for 3 dinners	\$1000 for 25 dinners
QUALITY OF PRODUCT		
Customer selects menu Natural, organic, local food whenever possible	Gourmet food	Healthy, low-fat food Organic
LOCATION		
Home	Commercial Kitchen	Commercial Kitchen
REPUTATION / BRANDS		
Certified Personal Chef (CPC)	Celebrity chef featured on local TV	In business 5 years; also caters
UNIQUE FACTORS & KNOWLEDGE		
Will cook client's recipes Environmentally and socially responsible	Gourmet food Celebrity chef Sometimes has shows from kitchen	Special weight-loss program Menus for teens and pets