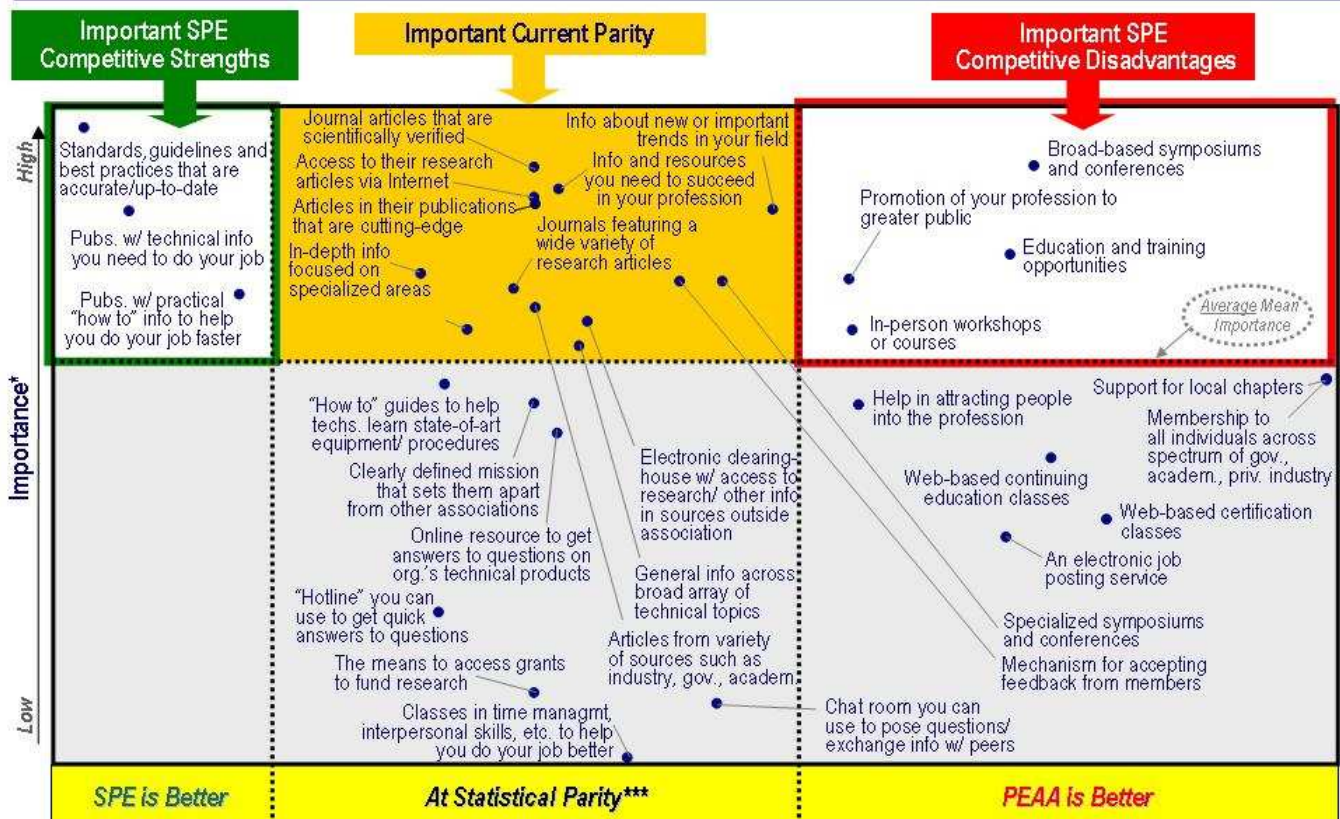


- Competitive Analysis -

While the thrust of brand positioning analysis attends to single or multiple brands across a category, at times there may also be interest in direct comparisons to individual key competitors.

Such competitive analysis is useful when desiring to bring focus and emphasis on the learning about direct, head-to-head opportunities and threats for your brand.

Competitor Targeting Grid SPE vs. PEAA



[See p.3 for map explanation.]

*** At the 90% confidence level.



* Desired "want"/"need" on the attribute from a professional organization to which they belong.
 ** Percent who feel (SPE/PEAA) provides less than what they "want" on the attribute from professional organization to which they belong.

NOTE: Fictional brands and data.



Competitor Targeting Grid Summary

SPE vs. PEAA



Important* SPE Competitive Strengths	Important* Current Parity	Important* SPE Competitive Disadvantages
<p>Standards, guidelines and best practices that are accurate/up-to-date</p> <p>Publications with technical info you need to do your job</p> <p>Journal articles that are scientifically verified</p>	<p>Info and resources you need to succeed in your profession</p> <p>Access to their research articles via Internet</p> <p>Articles in their publications that are cutting-edge</p> <p>Info about new or important trends in your field</p> <p>Journals featuring a wide variety of research articles</p> <p>In-depth info focused on specialized areas</p> <p>Journal articles that are practical rather than scientific</p> <p>Publications with practical "how to" info to help you do your job faster</p> <p>Electronic clearinghouse w/ access to research/ other info in sources outside association</p> <p>General info across broad array of technical topics</p> <p>Articles from variety of sources such as industry, government, academia</p> <p>Mechanism for accepting feedback from members</p> <p>Specialized symposiums and conferences</p>	<p>Broad-based symposiums and conferences</p> <p>Promotion of your profession to greater public</p> <p>Education and training opportunities</p> <p>In-person workshops or courses</p> <p>Competitive Disadvantages that are of Less-Than-Average Importance:</p> <p>Support for local chapters</p> <p>Membership to all individuals across spectrum of government academia, and industry</p> <p>Help in attracting people into the profession</p> <p>Web-based continuing education classes</p> <p>Web-based certification classes</p> <p>An electronic job posting service</p>



[See p.3 for map explanation.]

NOTE: Fictional brands and data.

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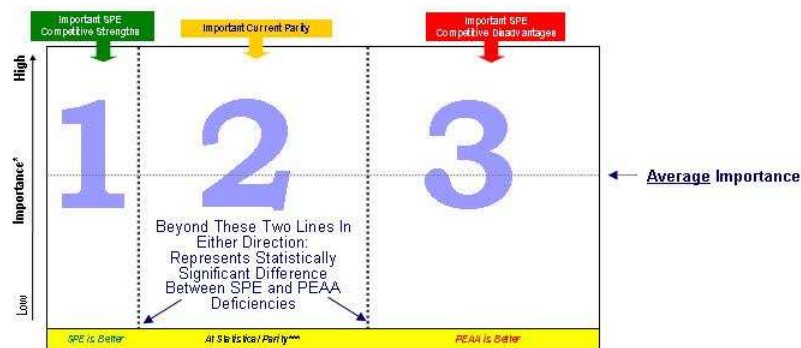
Competitor Targeting Grid Overview of Technique



While a *Strategic Opportunity Map* focuses on relative strengths and opportunities for enhancement within SPE, a **Competitor Targeting Grid** can be utilized to identify the most important attributes which differentiate SPE and PEAA. In this section, a graphic summary is again followed by an actual plotting of points on the grid.

The **Competitor Targeting Grid** is a bi-plot of attribute importance on the vertical axis (split using the average) and a statistical score on the horizontal axis representing the difference in deficiencies, if any, existing between SPE and PEAA for each attribute. This statistical score classifies an attribute into one of three categories along the horizontal continuum:

- 1 SPE has statistically lower deficiency than PEAA (Competitive Strength)
- 2 There is statistical parity comparing the percent deficient for SPE and PEAA (Brands at Parity);
- 3 SPE has statistically higher deficiency than PEAA (Competitive Disadvantage).



** Desired "want"/"need" on the attribute from a professional organization to which they belong.

*** Percent who feel (SPE/PEAA) provides less than what they "want" on the attribute from professional organization to which they belong.

**** At the 90% confidence level.



NOTE: Fictional brands and data.

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END