



# Competitive Overview

*Results of  
Evaluation of Quick Reference Guide Competitors*

**Prepared for**

**Client**

**April 24, 2003**

## Project Description

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**Background** Client has implemented an ongoing competitive evaluation program. This program focuses on three to five of Client's key competitors in the business-to-business market (Fortune 1000 companies and government organizations). Evaluations are to take place twice per year.

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**Objectives** The objectives of this program are to:

- Monitor and report on the effectiveness of the overall purchasing and customer service experience for each competitor.
- Gather and report on market intelligence and news relevant to the quick reference guide industry.

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**Target Competitors** Initially, three key competitors were evaluated, with a fourth competitor subsequently added to the project. In addition, a "blind" sample order was requested from Client.

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**Methodology** Each competitor was contacted via telephone, and sample guides were ordered. Competitors' web sites were reviewed to determine more information about their offerings.

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**Date of Evaluation** This evaluation was conducted in March 2003.

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**Titles Ordered** The following titles were ordered from each company:

- XP - Windows XP Pro, Excel, Outlook, Word, PowerPoint
- 2000 – Windows 2000, Excel, Outlook, Word, PowerPoint
- Lotus R6 or latest release

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# Key Findings

## Evaluation Process

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**Evaluation Process** Competitors were contacted via telephone and 11 sample guides were ordered from each organization. The following table describes various aspects of dealing with the different companies.

Ordering & Shipping					
	Competitor A	Competitor B	Competitor C	Competitor D	Client
Order Date					
Arrival Date					
# Business Days Elapsed					
Shipping Method					
Shipping Destination					
Shipping Options					
Payment Options & Pricing					
Payment Options					
Pricing					
Product Information					
Description					
Available Languages					
Customer Service Experience					
After Order Follow-up					
Comments					
Overall Perceptions					
Web Sites					
Navigation					
Content					
Design					
E-commerce					
Overall Usability					