

RESOURCES

Coffee Comparison

	COMPANY 1	COMPANY 2	COMPANY 3
PRODUCT <ul style="list-style-type: none">• Describe unique features of the company's coffee products.• What other products do they offer?			
PLACE <ul style="list-style-type: none">• Where does the company sell its products?• How would you characterize locations?• What makes their locations unique?			
PRICE <ul style="list-style-type: none">• How does the price compare at each company for similar products?• How could that price impact the customers?			
PROMOTION <ul style="list-style-type: none">• Describe the company's website and other media offerings, including strengths and weaknesses.• Does the company feature a mission or cause that			