

9. 分析競爭者與發展競爭策略

任課教師：

課前猜猜看

BMW：
恭喜Audi贏得2006
南非年度風雲車！

來自2006世界年度
風雲車的祝賀

Congratulations to Audi for winning
South African Car of the Year 2006.



From the Winner of
World Car of the Year 2006.

Although anyone who has been behind the wheel of the multi-awarded 8 Series is well aware that it is without doubt the world's sports sedan, it was gratifying to have that fact officially confirmed by 46 of the world's leading motoring journalists. When every new car around the world was scrutinised and scored, a combination of inspirational handling, thrilling performance and spacious interiors convinced the world's most discerning jury that the BMW 8 Series is, without doubt, the world's finest car.

The BMW 8 Series Sedan starts from prices of 200, 250, 300, 350, 400 and 500k. Prices up from 42,000,000. For more information visit www.bmw.co.uk

BMW 8 Series

BMW



BMW
Driving Pleasure

大綱

- ✘ 前言：競爭者在哪？
- ✘ 競爭者辨認
- ✘ 競爭者分析
- ✘ 競爭策略



前言

✦ Sony

Niko

十年

它最

1994



2014



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機



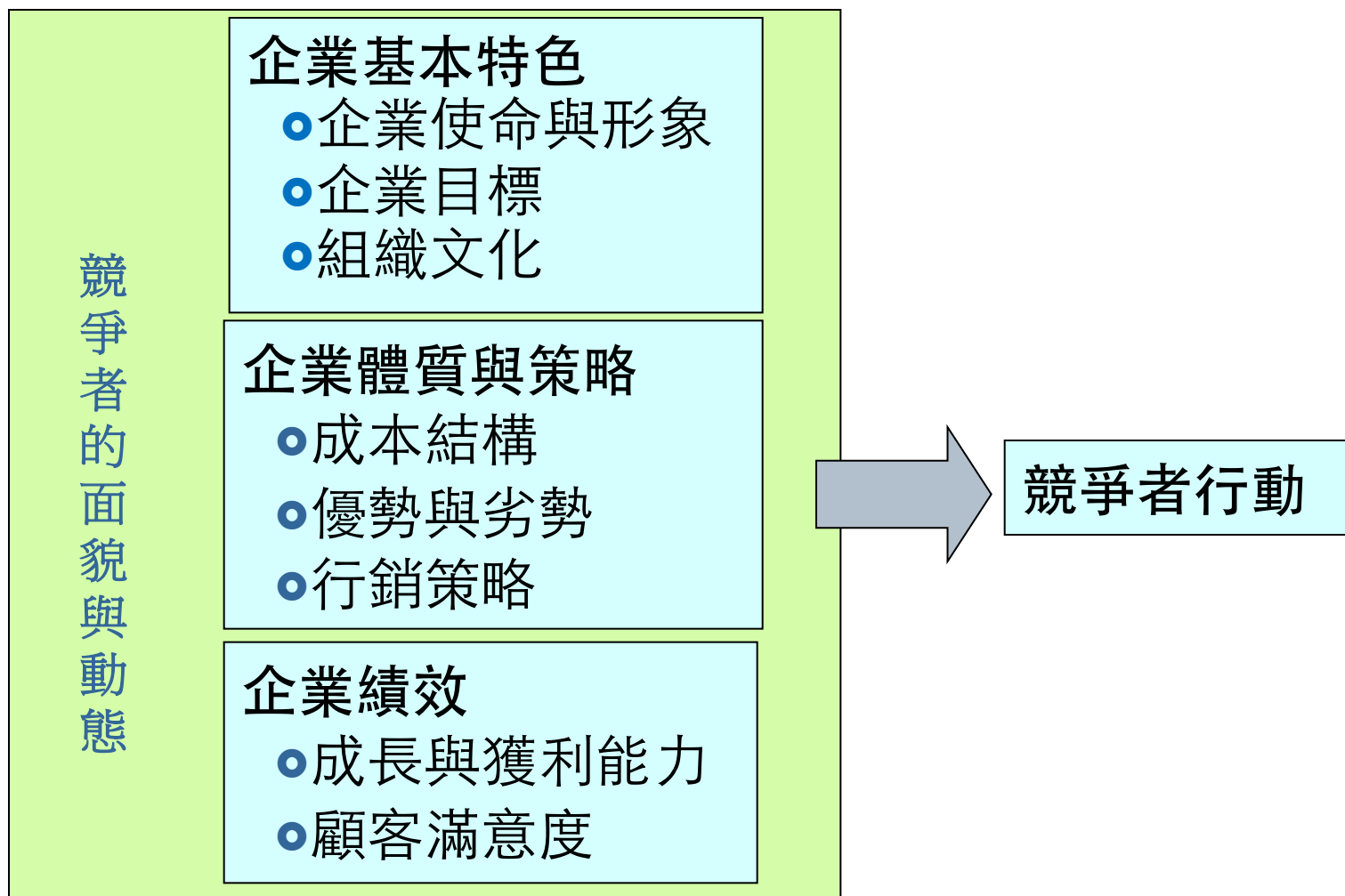
一、競爭者辨認

✘ 競爭者辨認應瞭解的問題

- 誰是經常性的競爭者？
- 誰是目前最主要的競爭者？
- 誰並非目前最主要，但不可忽視的競爭者？
- 有哪些主要的、次要的替代品？廠商是誰？
- 誰是潛在競爭者？來自何處？如何進入？
- 是否可依規模、策略、所在區域等，將競爭者分成不同的群體？



二、競爭者分析



三、競爭策略

防禦策略

