**Homework 3: Understanding your Competition**

Woojin Kang

Inyeong Jeong

Jaehyun Jeong

Yearan Seo

**Total Score: 25/30**

**Overall Comments:**

Sections 2 and 3 are well done but the first section is confusing and the choose of attributes is not well supported.

1. **Create a market segmentation map using other concession stand in the class. Map them on a graph. In 1-2 pages, describe the characteristics you used and explain the clusters you created.**I do not understand how you justify your attributes. For the final version, please find sources for the nutritional information. You can find this informaiton for each of these restaurants online. -1The ambiance was a poor choice of an attribute. First of all, in a stadium, you would all have the same ambiance. Second, none of these restaurants would be considered to have a high-level of ambiance as you claim on your chart. In fact, these would be considered to have low or even no ambiance. Please change this attribute for your final project and consider using on of the attributes you discuss in the second part. -3

**This section is worth 8 points 4/8**

1. **Now, choose 4 that are your competitive set and explain in 1-2 pages using industry research as to why you would compare yourselves to them.**This section overall is well done. However, please add in-text citations for the areas where you did research, like the discussion of the menu items at each restaurant. -1 **This section is worth 9 points 8/9**
2. **Finally, identify the concession stand which you think would be your top competitor. Explain in 1-2 paragraphs why you choose this restaurant. Then, identify a weakness from their online customer reviews on Yelp for a Las Vegas location and explain what your restaurant can do to prevent having this same weakness. To determine this, use the following criteria:  
   - Go to Yelp. Compare the star ratings and the number of reviews.  
   - Create a chart in Word with the top 4 competitors. Column 1: Name of Restaurant. Column 2: Average star rating. Column 3: Number of reviews. Column 4: Strengths mentioned in 5 star reviews. Column 5: Weaknesses mentioned in 1 and 2 star reviews.**This is well done. Please move the table to the beginning of the section. **This section is worth 8 point. 8/8**
3. **Please use research for this assignment and make sure you cite your references using APA style. This means you must have a list of references at the end of your homework in alphabetical order AND you must have in-text citations. An in-test citation looks like this: Previous research suggest that consumers value the relationship they built with hosts while staying at an Airbnb-style accommodation (Belarmino, Whalen, Koh, & Bowen, 2017).  
   Please make sure that the names of all of your group members are on the assignment.  
   Failure to follow the correct citation procedures outlined below will result in a loss of 3 points.**[**https://owl.purdue.edu/owl/research\_and\_citation/apa\_style/apa\_formatting\_and\_style\_guide/general\_format.html**](https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html) **Spelling and grammar count.  Do not use contractions. Do not use the first person I or We.**