

Group Assignment 3: Market analysis

1. Explain **market structure** of your group service industry. You may provide any supporting data or evidence to support your argument.
2. Explain existing **pricing strategy** employed by service providers in the market of your group service industry. What kind of pricing strategy the firm or the project you evaluate currently use (if there is any)?
3. Explain existing **non-pricing strategy** employed by service providers in the market of your group service industry.

Hint

- ✓ Do your group service industry has the characteristic of product differentiation both in terms of **horizontal differentiation** and **vertical differentiation**? Explain.
 - ✓ If there exists a horizontal product differentiation in your group service industry. Do you think it is a **weak** or **strong horizontal differentiation**? Explain.
 - ✓ Are there any **other non-pricing strategy** rather than product differentiation employed by service providers in the market of your group service industry?
 - ✓ What kind of non-pricing strategies the firm or the project you evaluate currently use (if there is any)?
4. Explain possible **performance measures** of the firm or project you evaluate
 5. Besides submit your work by uploading on google drive, also prepare powerpoint presentation to present to class on Tuesday September 21, 2021

Deadline: Monday September 20th, 2021 (midnight)

Note: Please name your file in the group assignment folder as **Assignment_3_Market_analysis**