

Group Assignment 2: Market analysis

1. Clearly define the market that you want to study.
2. Explain **market structure** of your group service industry. You may provide any supporting data or evidence to support your argument.
3. Explain existing **pricing strategy** employed by service providers in the market of your group service industry. What kind of pricing strategy the firms in the industry currently use?
4. 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 strategies** rather than product differentiation employed by service providers in the market of your group service industry? Explain.
5. Explain possible **performance measures** of the firm or project you evaluate
 6. Besides submit your work by uploading on google drive, also prepare powerpoint presentation to present to class on Tuesday September 20 or Thursday September 22, 2022

Deadline: Monday September 19th, 2022 (midnight)

Note: Please name your file in the group assignment folder as **Assignment_2_Market_analysis**