


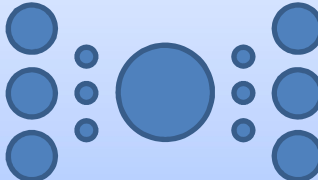
1) Sources of Internet Pressure (circle 1 to 2)

Direct-to-Consumer Brands



Erosion of Brand Value

Middle-Manning




Price Competition

Targeted Discounts



Erosion of Profitability

Advanced Logistics



Increased Expectations

2) Name & Strengths of Most Direct Local Competitor (circle 1 to 3), Name _____ (optional)



People



Process



Product



Price



Place



Promotion

3) Name & Strengths of Most Direct Internet Competitor (circle 1 to 3), Name _____ (optional)



People



Process




Product



Price



Place



Promotion