Student Innovation Projects - Client Brief

Project Title: Competitor Analysis

Business Issue or Need (please contextualise this if appropriate):

Just as we are launching a new product in the E-commerce industry to replace plastic bags, so too are our competitors. As we are getting ready to bring this product to market, we need to understand where our focus should be in the e-commerce sector and how we can clearly differentiate ourselves in a competitive marketplace.

Project Aims (please be mindful that the expected student outcomes are a set of recommendations, not to implement their suggested solutions):

We have invested heavily in our materials portfolio and are about to launch our newest innovative material that could replace plastic pollution in mainly E-Commerce.

However, we need an up-to-date view of our competition to:

1. Research the competition's strengths and weakness, and how we compare
2. Research threats and opportunities for the future
3. Research how to create effective competitive market positioning and differentiation

Also, we need an up-to-date view of the e-commerce sector:

1. Research the area that has created the most pollution (retail, pharmaceutical, cosmetics, batteries etc...)
2. Research which product is mostly used in the e-commerce sector
3. Research the most used material for this product
4. Recommend which sector to target based on the amount of plastic generated from it

Skills you think the students will require to complete the project:

- Understand the e-commerce market and how it is contributing to plastic pollution

- Understand the different technologies provided by our competitors and their pros/cons
- Identify the best sustainable material for today's problems
- Ability to research and compare the relative strengths and weaknesses of different products
- Ability to recommend the correct sector to target based on the pollution generated from it but also the ability to replace the current material being used

Students are expected to arrange a client meeting with yourself during the first week of their 4-week project, ideally as early as possible.

Please detail any dates or times that are not suitable for an initial client meeting during week 1.

Dates unavailable for initial meeting:

Please return to employ@southampton.ac.uk