

# The Myrddin Competitor Audit

- ♠ **Do you feel like you are just not getting to the truth about how effective you are as a competitor?**
- ♠ **Would you like to know how you stack up against some of your competitors in terms of some key indicators?**
- ♠ **Would you like this information to be based on hard specific facts and not just another survey?**



spot potential problems before they get out of control. It is also a method of assessing the validity of your own self-diagnosis if something seems wrong.

The Competitor Audit provides you with real competitive intelligence that enables you to benchmark your marketing programs and compare service standards to selected competitors on a head-to-head basis. In our "Secret Shopper" competitor audit process we review the following:

- Total cost to your customer
- Freight costs
- Lead times
- On time performance
- Catalog interpretation issues
- Order clarification issues
- Inventory availability issues
- Imprint quality
- Color matching quality
- Art quality
- Packaging quality
- Ease of doing business with
- Customer service
- Billing accuracy



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Every business is different so each audit is custom tailored to the product lines being evaluated. We use actual orders and people experienced in the distributor side of the promotional products industry to make the calls on the real products and experiences that make up this process. Our aim is to assist the business owner or manager in candidly and honestly evaluating strengths and weaknesses and defining opportunities and potential difficulties. This is a detailed, fact-finding, and comparative process that can provide you with the hard information you need to make good business decisions. There is no revealing of any confidential or proprietary information involved, just the gathering of factual information from our mystery shopper process.



Let us help you find your golden opportunities. Please contact us for a description of how we can conduct a customized and revealing competitor audit or provide other valuable services for your organization. Visit our website for details.

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