

Competitive Research

1. What are the [specific customer complaints] about our competitors, and how can we use this information to improve our own products/services? Example: What are the main customer complaints about our competitors in the airline industry, and how can we address these issues in our own customer service and flight experience?
2. How do our [specific marketing messages] compare to those of our competitors? Example: How do the marketing messages of our fitness studio compare to those of our competitors in terms of promoting the benefits of exercise and community building?
3. What are the [specific customer loyalty programs] offered by our competitors and how effective are they? Example: What customer loyalty programs do our competitors in the retail industry offer, and how effective are these programs in retaining customers and generating repeat business?
4. What are the [specific production processes] used by our competitors and how do they compare to our own production processes? Example: What production processes do our competitors in the manufacturing industry use to create high-quality products, and how do these processes compare to our own production methods?
5. What are the [specific customer engagement strategies] used by our competitors and how effective are they? Example: What customer engagement strategies do our competitors in the beauty industry use to create brand awareness and customer loyalty, and how effective are these strategies in increasing sales?
6. How do our [specific product features] compare to those of our competitors in terms of quality, functionality, and design? Example: How do the product features of our software compare to those of our competitors in terms of ease of use, customization, and integration with other tools?
7. What are the [specific strengths and weaknesses] of our competitors' marketing and advertising campaigns? Example: What are the strengths and weaknesses of our competitors' marketing and advertising campaigns in the food and beverage industry, and how can we use this information to improve our own campaigns?
8. How do our [specific customer satisfaction rates] compare to those of our competitors? Example: How do the customer satisfaction rates of our financial services business compare to those of our competitors in terms of reliability, responsiveness, and trustworthiness?
9. What are the [specific market segments] targeted by our competitors and how effective are they? Example: What market segments do our competitors in the travel industry target, and how effective are their marketing and sales strategies in attracting customers from these segments?

10. How do our [specific customer acquisition costs] compare to those of our competitors? Example: How do the customer acquisition costs of our online retail business compare to those of our competitors in terms of advertising spend, promotions, and referral programs?
11. What are the [specific distribution partnerships] of our competitors and how effective are they? Example: What distribution partnerships do our competitors in the electronics industry have with retailers and wholesalers, and how effective are these partnerships in increasing sales and market share?
12. How do our [specific packaging and branding] compare to those of our competitors? Example: How does the packaging and branding of our beauty products compare to those of our competitors in terms of visual appeal, branding consistency, and consumer appeal?
13. What are the [specific online platforms] used by our competitors and how effective are they? Example: What online platforms do our competitors in the media industry use to distribute their content, and how effective are these platforms in reaching their target audience?
14. What are the [specific company cultures] of our competitors and how do they compare to our own company culture? Example: What are the company cultures of our competitors in the tech industry, and how do they compare to our own culture in terms of values, mission, and workplace environment?
15. What are the [specific pricing strategies] of our competitors and how do they compare to our own pricing strategies? Example: What pricing strategies do our competitors in the software industry use to stay competitive, and how do these strategies compare to our own pricing strategies in terms of customer value and revenue generation?
16. How do our [specific product reviews] compare to those of our competitors in terms of quantity, quality, and sentiment? Example: How do the product reviews of our online marketplace compare to those of our competitors in terms of star ratings, customer feedback, and overall sentiment?
17. What are the [specific online advertising methods] used by our competitors and how effective are they? Example: What online advertising methods do our competitors in the fashion industry use to promote their products, and how effective are these methods in driving traffic and sales?
18. How do our [specific marketing channels] compare to those of our competitors in terms of reach, engagement, and conversion rates? Example: How do our social media marketing channels compare to those of our competitors in the beauty industry in terms of follower count, engagement rates, and sales conversion rates?
19. What are the [specific target markets] of our competitors and how do they align with our own target markets? Example: What target markets do our competitors in the

food and beverage industry focus on, and how do these markets align with our own target markets in terms of demographics and customer preferences?

20. How do our [specific customer feedback mechanisms] compare to those of our competitors in terms of accuracy, completeness, and actionability? Example: How does the customer feedback mechanism of our hospitality business compare to those of our competitors in terms of survey design, response rates, and implementation of feedback?
21. What are the [specific customer retention strategies] used by our competitors and how effective are they? Example: What customer retention strategies do our competitors in the insurance industry use to retain customers and reduce churn, and how effective are these strategies in increasing customer lifetime value?
22. How do our [specific product development processes] compare to those of our competitors in terms of innovation, speed to market, and cost-effectiveness? Example: How do our product development processes compare to those of our competitors in the consumer electronics industry in terms of ideation, prototyping, and product testing?
23. What are the [specific customer outreach methods] used by our competitors and how effective are they? Example: What customer outreach methods do our competitors in the telecommunications industry use to communicate with customers, and how effective are these methods in increasing customer engagement and loyalty?
24. How do our [specific sales strategies] compare to those of our competitors in terms of customer education, objection handling, and deal closure? Example: How do our sales strategies compare to those of our competitors in the B2B software industry in terms of identifying customer pain points, addressing objections, and closing deals?
25. What are the [specific market research methods] used by our competitors and how comprehensive are they? Example: What market research methods do our competitors in the automotive industry use to gather customer insights and stay ahead of industry trends, and how comprehensive are these methods?
26. How do our [specific brand values] compare to those of our competitors in terms of authenticity, relevance, and customer resonance? Example: How do our brand values compare to those of our competitors in the fashion industry in terms of social responsibility, inclusivity, and customer loyalty?
27. How do our [specific product warranties] compare to those of our competitors in terms of coverage, length, and customer satisfaction? Example: How do our product warranties compare to those of our competitors in the electronics industry in terms of length of coverage, types of damages covered, and customer satisfaction with the claims process?

28. What are the [specific content marketing strategies] used by our competitors and how engaging are they to the target audience? Example: What content marketing strategies do our competitors in the fitness industry use to educate and engage their target audience, and how effective are these strategies in driving conversions and loyalty?
29. How do our [specific user experience features] compare to those of our competitors in terms of usability, functionality, and aesthetics? Example: How do our user experience features compare to those of our competitors in the e-commerce industry in terms of ease of navigation, product search, and checkout process?
30. What are the [specific employee benefit packages] offered by our competitors and how do they compare to our own? Example: What employee benefit packages do our competitors in the hospitality industry offer to attract and retain top talent, and how do these packages compare to our own in terms of cost and value?
31. How do our [specific customer service metrics] compare to those of our competitors in terms of response times, issue resolution, and customer satisfaction rates? Example: How do our customer service metrics compare to those of our competitors in the software industry in terms of response times, first-call resolution rates, and customer feedback scores?
32. What are the [specific training and development programs] offered by our competitors and how do they compare to our own? Example: What training and development programs do our competitors in the retail industry offer to develop and retain their workforce, and how do these programs compare to our own in terms of effectiveness and ROI?
33. How do our [specific sales collateral materials] compare to those of our competitors in terms of relevance, effectiveness, and customer engagement? Example: How do our sales collateral materials compare to those of our competitors in the B2B technology industry in terms of value proposition, customer success stories, and call-to-action?
34. What are the [specific employee retention strategies] used by our competitors and how effective are they? Example: What employee retention strategies do our competitors in the financial services industry use to reduce turnover and improve employee engagement, and how effective are these strategies in achieving these goals?
35. How do our [specific marketing campaigns] compare to those of our competitors in terms of reach, engagement, and conversion rates? Example: How do our marketing campaigns compare to those of our competitors in the entertainment industry in terms of target audience, messaging, and call-to-action?
36. What are the [specific customer acquisition channels] used by our competitors and how cost-effective are they? Example: What customer acquisition channels do our

competitors in the beauty industry use to reach and convert new customers, and how cost-effective are these channels compared to our own?

37. How do our [specific brand messaging] compare to those of our competitors in terms of clarity, consistency, and differentiation? Example: How does our brand messaging compare to those of our competitors in the food and beverage industry in terms of mission statement, brand voice, and unique selling proposition?
38. What are the [specific partner programs] offered by our competitors and how successful are they in generating new business? Example: What partner programs do our competitors in the technology industry offer to leverage strategic alliances and generate new revenue streams, and how successful are these programs in achieving these goals?
39. What are the [specific payment processing solutions] used by our competitors and how do they compare to our own in terms of security, reliability, and cost-effectiveness? Example: What payment processing solutions do our competitors in the retail industry use to streamline transactions and improve customer experience, and how do these solutions compare to our own in terms of fees, fraud prevention, and uptime?
40. How do our [specific supply chain management processes] compare to those of our competitors in terms of efficiency, cost-effectiveness, and sustainability? Example: How do our supply chain management processes compare to those of our competitors in the consumer goods industry in terms of inventory management, transportation, and environmental impact?
41. What are the [specific packaging and labeling strategies] used by our competitors and how do they impact customer perception and purchasing behavior? Example: What packaging and labeling strategies do our competitors in the food and beverage industry use to convey product information, differentiate their brand, and influence customer purchase decisions?
42. How do our [specific customer loyalty programs] compare to those of our competitors in terms of value, engagement, and customer retention? Example: How do our customer loyalty programs compare to those of our competitors in the hospitality industry in terms of rewards, tiers, and member benefits?
43. What are the [specific pricing strategies] used by our competitors and how do they impact market share and profitability? Example: What pricing strategies do our competitors in the transportation industry use to stay competitive, maximize revenue, and maintain customer loyalty?
44. How do our [specific customer feedback mechanisms] compare to those of our competitors in terms of frequency, comprehensiveness, and impact on product development? Example: How do our customer feedback mechanisms compare to those of our competitors in the tech industry in terms of surveys, focus groups, and user testing?

45. What are the [specific innovation processes] used by our competitors and how effective are they in driving new product development and market growth? Example: What innovation processes do our competitors in the healthcare industry use to identify unmet needs, prototype new solutions, and launch successful products?
46. How do our [specific distribution channels] compare to those of our competitors in terms of reach, cost-effectiveness, and customer convenience? Example: How do our distribution channels compare to those of our competitors in the fashion industry in terms of online vs. brick-and-mortar, shipping options, and returns policy?
47. What are the [specific corporate social responsibility initiatives] undertaken by our competitors and how impactful are they in terms of brand reputation and customer loyalty? Example: What corporate social responsibility initiatives do our competitors in the consumer goods industry undertake to support local communities and environmental sustainability, and how do these initiatives impact their brand reputation and customer loyalty?
48. How do our [specific market research methods] compare to those of our competitors in terms of scope, accuracy, and actionable insights? Example: How do our market research methods compare to those of our competitors in the automotive industry in terms of primary vs. secondary research, surveys vs. focus groups, and qualitative vs. quantitative data?
49. What are the [specific intellectual property protections] used by our competitors and how effective are they in safeguarding proprietary technology and trade secrets? Example: What intellectual property protections do our competitors in the pharmaceutical industry use to defend their patents and trademarks, and how effective are these protections in preventing infringement and misappropriation?
50. What are the [specific employee retention strategies] used by our competitors and how do they impact employee satisfaction, productivity, and turnover? Example: What employee retention strategies do our competitors in the finance industry use to retain top talent, promote career growth, and foster a positive workplace culture, and how effective are they in reducing turnover and improving productivity?
51. How do our [specific content marketing tactics] compare to those of our competitors in terms of relevance, engagement, and SEO performance? Example: How do our content marketing tactics compare to those of our competitors in the media industry in terms of blog posts, videos, and social media, and how effective are they in attracting and retaining audiences and driving SEO traffic?
52. What are the [specific customer service channels] used by our competitors and how do they impact customer satisfaction, loyalty, and referrals? Example: What customer service channels do our competitors in the telecommunications industry use to resolve issues, provide support, and gather feedback, and how effective are they in meeting customer expectations and driving referrals?

53. How do our [specific mobile app features] compare to those of our competitors in terms of user experience, functionality, and adoption rate? Example: How do our mobile app features compare to those of our competitors in the gaming industry in terms of game modes, rewards, and in-app purchases, and how effective are they in attracting and retaining users?
54. What are the [specific data analytics tools] used by our competitors and how do they impact business intelligence, decision-making, and performance? Example: What data analytics tools do our competitors in the e-commerce industry use to gather and analyze customer data, optimize marketing campaigns, and drive revenue growth, and how effective are they in improving business intelligence and decision-making?
55. How do our [specific referral programs] compare to those of our competitors in terms of incentives, ease of use, and conversion rate? Example: How do our referral programs compare to those of our competitors in the software industry in terms of rewards, sharing options, and program rules, and how effective are they in driving customer acquisition and retention?
56. What are the [specific risk management strategies] used by our competitors and how do they impact financial stability, reputation, and legal compliance? Example: What risk management strategies do our competitors in the insurance industry use to identify and mitigate potential risks, comply with regulatory requirements, and maintain financial stability, and how effective are they in protecting against losses and maintaining trust with customers and stakeholders?
57. How do our [specific thought leadership initiatives] compare to those of our competitors in terms of industry influence, reputation, and expertise? Example: How do our thought leadership initiatives compare to those of our competitors in the marketing industry in terms of publications, speaking engagements, and research studies, and how effective are they in establishing credibility and driving industry influence?
58. What are the [specific performance metrics] used by our competitors and how do they impact business success and growth? Example: What performance metrics do our competitors in the fitness industry use to measure member satisfaction, retention, and revenue, and how effective are they in driving business success and growth?
59. How do our [specific public relations strategies] compare to those of our competitors in terms of media coverage, brand awareness, and crisis management? Example: How do our public relations strategies compare to those of our competitors in the fashion industry in terms of press releases, influencer partnerships, and social media engagement, and how effective are they in generating media coverage and managing reputational risks?
60. How do our [specific sales techniques] compare to those of our competitors in terms of customer engagement, lead generation, and closing rate? Example: How do our

sales techniques compare to those of our competitors in the software industry in terms of demos, trials, and pricing models, and how effective are they in attracting and converting leads and closing deals?

61. What are the [specific project management methodologies] used by our competitors and how do they impact project efficiency, communication, and success? Example: What project management methodologies do our competitors in the construction industry use to manage timelines, budgets, and resources, and how effective are they in ensuring project success and client satisfaction?
62. How do our [specific influencer marketing campaigns] compare to those of our competitors in terms of influencer selection, content creation, and audience engagement? Example: How do our influencer marketing campaigns compare to those of our competitors in the beauty industry in terms of brand alignment, engagement metrics, and conversion rates, and how effective are they in driving brand awareness and sales?
63. What are the [specific corporate social responsibility initiatives] undertaken by our competitors and how do they impact brand reputation, employee engagement, and social impact? Example: What corporate social responsibility initiatives do our competitors in the consumer goods industry undertake to support sustainability, diversity and inclusion, and community engagement, and how effective are they in enhancing brand reputation and social impact?
64. How do our [specific user experience design principles] compare to those of our competitors in terms of usability, aesthetics, and user satisfaction? Example: How do our user experience design principles compare to those of our competitors in the travel industry in terms of navigation, visual appeal, and user feedback, and how effective are they in driving user satisfaction and retention?
65. What are the [specific customer retention programs] used by our competitors and how do they impact customer loyalty, repeat business, and referrals? Example: What customer retention programs do our competitors in the food and beverage industry use to incentivize loyalty, reward repeat business, and drive referrals, and how effective are they in retaining customers and increasing revenue?
66. How do our [specific supply chain management strategies] compare to those of our competitors in terms of efficiency, sustainability, and risk mitigation? Example: How do our supply chain management strategies compare to those of our competitors in the retail industry in terms of inventory management, logistics, and supplier relationships, and how effective are they in improving efficiency, reducing costs, and minimizing risks?
67. What are the [specific learning and development initiatives] implemented by our competitors and how do they impact employee skills, performance, and retention? Example: What learning and development initiatives do our competitors in the education industry implement to promote skill acquisition, career advancement, and

job satisfaction, and how effective are they in retaining top talent and improving organizational performance?

68. How do our [specific email marketing campaigns] compare to those of our competitors in terms of open rates, click-through rates, and conversion rates? Example: How do our email marketing campaigns compare to those of our competitors in the e-commerce industry in terms of subject lines, content, and personalization, and how effective are they in driving engagement and revenue?
69. What are the [specific technology adoption trends] in our industry and how do they impact business innovation, competitiveness, and profitability? Example: What technology adoption trends are prevalent in the healthcare industry and how do they impact innovation, patient outcomes, and revenue growth, and what opportunities and challenges do they present for our organization?
70. What are the [specific crisis management protocols] implemented by our competitors and how do they impact brand reputation, stakeholder trust, and organizational resilience? Example: What crisis management protocols do our competitors in the finance industry have in place to respond to cyber threats, data breaches, and other security incidents, and how effective are they in minimizing the impact on customers, investors, and employees?
71. How do our [specific employee benefits and compensation packages] compare to those of our competitors in terms of attracting, retaining, and motivating top talent? Example: How do our employee benefits and compensation packages compare to those of our competitors in the technology industry in terms of health insurance, retirement plans, and performance incentives, and how effective are they in enhancing employee engagement and productivity?
72. What are the [specific brand messaging and positioning] strategies used by our competitors and how do they impact customer perception, brand awareness, and market share? Example: What brand messaging and positioning strategies do our competitors in the automotive industry use to differentiate themselves, build brand loyalty, and capture market share, and how effective are they in communicating value and relevance to customers?
73. How do our [specific event marketing campaigns] compare to those of our competitors in terms of attendance, engagement, and ROI? Example: How do our event marketing campaigns compare to those of our competitors in the entertainment industry in terms of event concept, execution, and sponsor activation, and how effective are they in driving brand exposure, customer loyalty, and revenue growth?
74. What are the [specific key performance indicators] used by our competitors to measure business performance and how do they impact strategic decision-making and resource allocation? Example: What key performance indicators do our competitors in the hospitality industry use to track revenue, occupancy, and guest

satisfaction, and how effective are they in informing operational and strategic goals and priorities?

75. How do our [specific social media marketing strategies] compare to those of our competitors in terms of reach, engagement, and conversion? Example: How do our social media marketing strategies compare to those of our competitors in the fashion industry in terms of platform selection, content creation, and influencer partnerships, and how effective are they in building brand affinity and driving sales?
76. What are the [specific vendor selection and management criteria] used by our competitors and how do they impact supply chain optimization, risk mitigation, and cost reduction? Example: What vendor selection and management criteria do our competitors in the manufacturing industry use to evaluate suppliers, negotiate contracts, and monitor performance, and how effective are they in ensuring quality, reliability, and affordability?
77. How do our [specific pricing strategies] compare to those of our competitors in terms of competitiveness, profitability, and customer value proposition? Example: How do our pricing strategies compare to those of our competitors in the software industry in terms of product differentiation, bundling, and promotional pricing, and how effective are they in attracting and retaining customers and generating revenue?
78. What are the [specific brand equity and reputation management] strategies used by our competitors and how do they impact customer loyalty, brand equity, and stakeholder trust? Example: What brand equity and reputation management strategies do our competitors in the airline industry use to mitigate negative publicity, recover from crises, and maintain customer satisfaction and loyalty, and how effective are they in building brand resilience and competitive advantage?
79. What are the [specific customer service and support] policies and practices used by our competitors and how do they impact customer satisfaction, loyalty, and retention? Example: What customer service and support policies and practices do our competitors in the retail industry use to address customer complaints, resolve issues, and provide personalized assistance, and how effective are they in building customer loyalty and advocacy?
80. How do our [specific supply chain management] practices compare to those of our competitors in terms of efficiency, sustainability, and risk mitigation? Example: How do our supply chain management practices compare to those of our competitors in the consumer goods industry in terms of procurement, inventory management, and transportation logistics, and how effective are they in optimizing costs, reducing waste, and enhancing brand reputation?
81. What are the [specific sales and distribution] channels used by our competitors and how do they impact market reach, product availability, and customer convenience? Example: What sales and distribution channels do our competitors in the food and beverage industry use to reach customers, including online ordering, delivery, and in-

store pickup, and how effective are they in driving sales, customer loyalty, and brand differentiation?

82. How do our [specific project management] methodologies compare to those of our competitors in terms of scope, timeline, and budget management? Example: How do our project management methodologies compare to those of our competitors in the construction industry in terms of planning, scheduling, and resource allocation, and how effective are they in delivering projects on time, within budget, and with quality?
83. What are the [specific market research] methods and tools used by our competitors and how do they impact product development, market positioning, and competitive advantage? Example: What market research methods and tools do our competitors in the technology industry use to collect customer feedback, identify market trends, and evaluate competitor strengths and weaknesses, and how effective are they in informing product development and marketing strategies?
84. How do our [specific employee training and development] programs compare to those of our competitors in terms of effectiveness, relevance, and ROI? Example: How do our employee training and development programs compare to those of our competitors in the healthcare industry in terms of leadership development, technical skills training, and career advancement opportunities, and how effective are they in improving employee performance and engagement?
85. What are the [specific digital marketing] techniques and platforms used by our competitors and how do they impact lead generation, customer acquisition, and revenue growth? Example: What digital marketing techniques and platforms do our competitors in the e-commerce industry use to drive website traffic, engage customers, and convert leads into sales, and how effective are they in achieving business goals and objectives?
86. How do our [specific advertising and promotion] strategies compare to those of our competitors in terms of message effectiveness, media selection, and target audience? Example: How do our advertising and promotion strategies compare to those of our competitors in the beauty industry in terms of creative concepts, media buying, and celebrity endorsements, and how effective are they in building brand awareness and driving sales?
87. What are the [specific innovation and R&D] practices used by our competitors and how do they impact product differentiation, market share, and profitability? Example: What innovation and R&D practices do our competitors in the automotive industry use to develop new technologies, improve performance, and reduce costs, and how effective are they in creating competitive advantages and market differentiation?
88. What are the [specific data analytics] tools and methods used by our competitors and how do they impact decision-making, operational efficiency, and business

performance? Example: What data analytics tools and methods do our competitors in the finance industry use to analyze financial data, identify trends, and make informed investment decisions, and how effective are they in achieving business objectives and goals?

89. How do our [specific branding] strategies compare to those of our competitors in terms of brand recognition, reputation, and customer loyalty? Example: How do our branding strategies compare to those of our competitors in the fashion industry in terms of brand identity, advertising, and influencer partnerships, and how effective are they in building brand awareness and customer loyalty?
90. What are the [specific logistics and transportation] practices used by our competitors and how do they impact speed, reliability, and cost-effectiveness? Example: What logistics and transportation practices do our competitors in the retail industry use to manage inventory, fulfill orders, and deliver products to customers, and how effective are they in meeting customer expectations and driving sales?
91. How do our [specific content marketing] strategies compare to those of our competitors in terms of content quality, distribution channels, and engagement metrics? Example: How do our content marketing strategies compare to those of our competitors in the media industry in terms of producing engaging content, leveraging social media platforms, and measuring audience reach and engagement, and how effective are they in building thought leadership and generating revenue?
92. What are the [specific vendor management] practices used by our competitors and how do they impact cost savings, quality control, and supply chain resilience? Example: What vendor management practices do our competitors in the manufacturing industry use to select suppliers, negotiate contracts, and manage relationships, and how effective are they in achieving cost savings, maintaining quality standards, and mitigating supply chain risks?
93. How do our [specific leadership and management] practices compare to those of our competitors in terms of talent development, team building, and decision-making? Example: How do our leadership and management practices compare to those of our competitors in the consulting industry in terms of hiring practices, performance management, and strategic planning, and how effective are they in driving business growth and profitability?
94. What are the [specific performance metrics] used by our competitors and how do they impact operational efficiency, customer satisfaction, and financial performance? Example: What performance metrics do our competitors in the hospitality industry use to track room occupancy rates, customer satisfaction scores, and revenue per available room, and how effective are they in driving business performance and growth?
95. How do our [specific market positioning] strategies compare to those of our competitors in terms of product differentiation, target audience, and messaging?

Example: How do our market positioning strategies compare to those of our competitors in the consumer electronics industry in terms of innovation, design, and functionality, and how effective are they in meeting customer needs and preferences?

96. What are the [specific legal and regulatory compliance] practices used by our competitors and how do they impact risk mitigation, brand reputation, and financial performance? Example: What legal and regulatory compliance practices do our competitors in the pharmaceutical industry use to ensure product safety and efficacy, and how effective are they in managing risks and maintaining brand reputation and trust?
97. How do our [specific financial management] practices compare to those of our competitors in terms of cash flow management, budgeting, and investment strategies? Example: How do our financial management practices compare to those of our competitors in the manufacturing industry in terms of cost control, revenue generation, and investment allocation, and how effective are they in achieving financial sustainability and growth?
98. How do our [specific customer service] practices compare to those of our competitors in terms of response time, issue resolution, and customer satisfaction? Example: How do our customer service practices compare to those of our competitors in the e-commerce industry in terms of live chat support, returns and refunds policies, and customer reviews management, and how effective are they in improving customer experience and loyalty?
99. What are the [specific supply chain management] practices used by our competitors and how do they impact inventory management, distribution, and cost savings? Example: What supply chain management practices do our competitors in the automotive industry use to optimize procurement, production, and delivery processes, and how effective are they in reducing operational costs and increasing efficiency?
100. How do our [specific product development] strategies compare to those of our competitors in terms of innovation, product quality, and time-to-market? Example: How do our product development strategies compare to those of our competitors in the technology industry in terms of research and development, product design, and commercialization, and how effective are they in generating revenue and gaining market share?
101. What are the [specific sales and distribution] channels used by our competitors and how do they impact customer reach, product visibility, and revenue generation? Example: What sales and distribution channels do our competitors in the beauty industry use to sell their products, reach new customers, and increase brand exposure, and how effective are they in driving sales and growth?

102. How do our [specific talent acquisition and retention] practices compare to those of our competitors in terms of recruitment, training, and employee engagement? Example: How do our talent acquisition and retention practices compare to those of our competitors in the technology industry in terms of attracting top talent, providing ongoing training and development, and fostering a culture of innovation, and how effective are they in enhancing employee productivity and satisfaction?
103. What are the [specific sustainability and corporate social responsibility] practices used by our competitors and how do they impact brand reputation, stakeholder trust, and environmental impact? Example: What sustainability and corporate social responsibility practices do our competitors in the consumer goods industry use to minimize their carbon footprint, support social causes, and ensure ethical business practices, and how effective are they in improving brand reputation and driving stakeholder engagement?
104. How do our [specific risk management] strategies compare to those of our competitors in terms of identifying, assessing, and mitigating business risks? Example: How do our risk management strategies compare to those of our competitors in the insurance industry in terms of underwriting, claims management, and actuarial analysis, and how effective are they in minimizing risks and protecting business interests?
105. What are the [specific customer engagement] strategies used by our competitors and how do they impact customer loyalty, advocacy, and lifetime value? Example: What customer engagement strategies do our competitors in the financial services industry use to personalize customer experience, anticipate customer needs, and create emotional connections, and how effective are they in building customer loyalty and generating revenue?
106. How do our [specific innovation] strategies compare to those of our competitors in terms of research and development, patent filings, and commercialization? Example: How do our innovation strategies compare to those of our competitors in the pharmaceutical industry in terms of drug discovery, clinical trials, and FDA approval, and how effective are they in creating breakthrough treatments and driving market growth?
107. How do our [specific digital marketing] strategies compare to those of our competitors in terms of search engine optimization, social media marketing, and email marketing? Example: How do our digital marketing strategies compare to those of our competitors in the fashion industry in terms of leveraging influencers, creating compelling content, and optimizing customer journeys, and how effective are they in driving traffic and conversions?
108. What are the [specific pricing] strategies used by our competitors and how do they impact customer perception, market share, and profitability? Example: What pricing strategies do our competitors in the hospitality industry use to offer value to

customers, increase market share, and maximize revenue, and how effective are they in driving profitability and growth?

109. How do our [specific corporate culture] practices compare to those of our competitors in terms of leadership, teamwork, and employee well-being? Example: How do our corporate culture practices compare to those of our competitors in the consulting industry in terms of fostering diversity and inclusion, promoting work-life balance, and creating a positive work environment, and how effective are they in attracting and retaining top talent?
110. What are the [specific strategic partnerships] established by our competitors and how do they impact customer acquisition, brand recognition, and revenue generation? Example: What strategic partnerships do our competitors in the telecommunications industry establish with other companies, institutions, and organizations to expand their reach, enhance their services, and create new revenue streams, and how effective are they in achieving business goals and satisfying customer needs?
111. How do our [specific customer service] practices compare to those of our competitors in terms of response time, issue resolution, and customer satisfaction? Example: How do our customer service practices compare to those of our competitors in the e-commerce industry in terms of offering personalized support, addressing complaints in a timely manner, and measuring customer satisfaction, and how effective are they in enhancing customer loyalty and retention?
112. What are the [specific supply chain] strategies used by our competitors and how do they impact product quality, cost efficiency, and sustainability? Example: What supply chain strategies do our competitors in the manufacturing industry use to ensure timely delivery, reduce waste, and minimize environmental impact, and how effective are they in improving overall performance and meeting stakeholder expectations?
113. How do our [specific corporate social responsibility] initiatives compare to those of our competitors in terms of environmental stewardship, social responsibility, and ethical business practices? Example: How do our corporate social responsibility initiatives compare to those of our competitors in the retail industry in terms of reducing carbon footprint, promoting fair labor practices, and giving back to the community, and how effective are they in building brand reputation and customer loyalty?
114. What are the [specific distribution] channels used by our competitors and how do they impact market reach, brand awareness, and revenue streams? Example: What distribution channels do our competitors in the consumer electronics industry use to sell their products, reach new markets, and increase sales, and how effective are they in capturing consumer interest and driving business growth?

115. How do our [specific employee training] programs compare to those of our competitors in terms of skills development, career advancement, and talent retention? Example: How do our employee training programs compare to those of our competitors in the technology industry in terms of providing opportunities for professional growth, fostering innovation, and retaining top talent, and how effective are they in improving employee performance and engagement?
116. What are the [specific marketing campaigns] launched by our competitors and how do they impact brand perception, customer engagement, and sales performance? Example: What marketing campaigns do our competitors in the food and beverage industry launch to promote their products, reach new audiences, and differentiate themselves from other brands, and how effective are they in driving consumer interest and increasing revenue?
117. How do our [specific product development] processes compare to those of our competitors in terms of innovation, market fit, and product differentiation? Example: How do our product development processes compare to those of our competitors in the technology industry in terms of identifying unmet customer needs, conducting user research, and launching new products, and how effective are they in driving market share and revenue growth?
118. What are the [specific public relations] strategies used by our competitors and how do they impact brand image, reputation management, and crisis communication? Example: What public relations strategies do our competitors in the automotive industry use to maintain a positive brand image, respond to negative publicity, and communicate with stakeholders, and how effective are they in mitigating reputational risks and building brand resilience?
119. How do our [specific sales] tactics compare to those of our competitors in terms of lead generation, conversion rates, and customer retention? Example: How do our sales tactics compare to those of our competitors in the real estate industry in terms of identifying potential customers, building rapport, and closing deals, and how effective are they in driving revenue and customer loyalty?
120. What are the [specific talent acquisition] strategies used by our competitors and how do they impact recruitment, retention, and diversity and inclusion? Example: What talent acquisition strategies do our competitors in the finance industry use to attract top talent, promote diversity and inclusion, and retain employees, and how effective are they in building a strong talent pipeline and achieving business goals?
121. What are the [specific customer retention] strategies used by our competitors and how do they impact customer loyalty, repeat business, and lifetime value? Example: What customer retention strategies do our competitors in the hospitality industry use to enhance the customer experience, incentivize loyalty, and increase customer lifetime value, and how effective are they in driving revenue and customer satisfaction?

122. How do our [specific business process automation] systems compare to those of our competitors in terms of efficiency, accuracy, and cost savings? Example: How do our business process automation systems compare to those of our competitors in the financial services industry in terms of automating routine tasks, reducing errors, and minimizing costs, and how effective are they in improving overall business performance and achieving strategic objectives?
123. What are the [specific customer acquisition] strategies used by our competitors and how do they impact lead generation, conversion rates, and market share? Example: What customer acquisition strategies do our competitors in the travel industry use to attract new customers, build brand awareness, and increase market share, and how effective are they in driving revenue growth and customer engagement?
124. How do our [specific project management] methodologies compare to those of our competitors in terms of timelines, budgets, and stakeholder satisfaction? Example: How do our project management methodologies compare to those of our competitors in the construction industry in terms of ensuring timely completion, staying within budget, and meeting stakeholder expectations, and how effective are they in delivering successful outcomes and building strong client relationships?
125. What are the [specific content marketing] strategies used by our competitors and how do they impact brand authority, website traffic, and lead generation? Example: What content marketing strategies do our competitors in the software industry use to establish thought leadership, drive website traffic, and generate leads, and how effective are they in positioning the brand as an industry leader and driving sales?
126. How do our [specific customer feedback] systems compare to those of our competitors in terms of collecting, analyzing, and acting upon customer feedback? Example: How do our customer feedback systems compare to those of our competitors in the telecommunications industry in terms of collecting feedback across various channels, analyzing customer sentiment, and taking action to address issues and improve customer satisfaction, and how effective are they in enhancing the customer experience and reducing churn rate?
127. What are the [specific event planning] strategies used by our competitors and how do they impact attendee engagement, brand exposure, and lead generation? Example: What event planning strategies do our competitors in the entertainment industry use to attract attendees, create memorable experiences, and generate leads, and how effective are they in building brand awareness and driving revenue growth?
128. How do our [specific financial analysis] practices compare to those of our competitors in terms of accuracy, transparency, and forecasting capabilities? Example: How do our financial analysis practices compare to those of our competitors in the banking industry in terms of analyzing financial data, forecasting

future performance, and communicating financial information to stakeholders, and how effective are they in supporting business decision-making and meeting regulatory requirements?

129. What are the [specific market research] methodologies used by our competitors and how do they impact market segmentation, product positioning, and consumer behavior analysis? Example: What market research methodologies do our competitors in the food industry use to identify target markets, analyze consumer preferences, and position their products in the market, and how effective are they in driving customer loyalty and revenue growth?
130. What are the [specific employee development] programs offered by our competitors and how do they impact employee engagement, retention, and productivity? Example: What employee development programs do our competitors in the retail industry offer to enhance employee skills, promote career growth, and increase job satisfaction, and how effective are they in improving overall business performance and reducing employee turnover?
131. How do our [specific supply chain management] practices compare to those of our competitors in terms of efficiency, cost-effectiveness, and sustainability? Example: How do our supply chain management practices compare to those of our competitors in the consumer goods industry in terms of optimizing logistics, reducing costs, and promoting sustainable sourcing, and how effective are they in ensuring timely delivery and meeting customer expectations?
132. What are the [specific marketing automation] tools used by our competitors and how do they impact lead generation, conversion rates, and customer retention? Example: What marketing automation tools do our competitors in the software industry use to nurture leads, automate campaigns, and increase customer retention, and how effective are they in driving revenue growth and improving customer satisfaction?
133. How do our [specific quality control] processes compare to those of our competitors in terms of ensuring product quality, regulatory compliance, and customer satisfaction? Example: How do our quality control processes compare to those of our competitors in the pharmaceutical industry in terms of ensuring product safety, complying with regulatory requirements, and meeting customer expectations, and how effective are they in maintaining brand reputation and driving revenue growth?
134. What are the [specific customer service] practices used by our competitors and how do they impact customer satisfaction, loyalty, and advocacy? Example: What customer service practices do our competitors in the hospitality industry use to provide personalized support, resolve issues promptly, and exceed customer expectations, and how effective are they in building strong customer relationships and generating positive word-of-mouth?

135. How do our [specific data analytics] capabilities compare to those of our competitors in terms of extracting insights, predicting trends, and driving innovation? Example: How do our data analytics capabilities compare to those of our competitors in the technology industry in terms of leveraging big data, extracting valuable insights, and driving innovation, and how effective are they in improving business performance and achieving strategic objectives?
136. What are the [specific product innovation] strategies used by our competitors and how do they impact market differentiation, customer demand, and revenue growth? Example: What product innovation strategies do our competitors in the automotive industry use to differentiate their offerings, anticipate customer needs, and drive revenue growth, and how effective are they in gaining market share and building brand loyalty?
137. How do our [specific project budgeting] practices compare to those of our competitors in terms of accuracy, cost-effectiveness, and transparency? Example: How do our project budgeting practices compare to those of our competitors in the construction industry in terms of accurately estimating costs, managing expenses, and communicating financial information to stakeholders, and how effective are they in delivering projects on time and within budget?
138. What are the [specific social media] strategies used by our competitors and how do they impact brand awareness, engagement, and conversion rates? Example: What social media strategies do our competitors in the fashion industry use to build brand awareness, engage with customers, and drive sales, and how effective are they in reaching target audiences and increasing customer loyalty?