Competitor Analysis & Threat Assessment Assignment

Part 1: Threat Assessment

A) What are your biggest threats?

1. Existing habits/products: People already use lotion tubes, balm sticks, and lotion bars that feel "good enough."
2. Product feel and durability: Stick might drag, feel greasy, or soften/melt in heat.
3. Packaging reliability: Twist-up parts may jam, leak oils, or vary by supplier.
4. Price and visibility: Cheaper look-alikes and crowded online shelves make it hard to stand out.

B) Why are they your biggest threats?

1. Switching is hard because users stick with what they know unless the upgrade is obvious.
2. Competitors have shelf space, reviews, and brand trust.
3. One weak user experience (draggy glide, oily feel, cap that sticks) damages repeat purchases.
4. If price isn't desirable, competitors on Amazon and in big-box stores win.

C) What is your plan to deal with these threats?

- Differentiate on use-case: emphasize "mess-free, hands-free, refill-friendly, and TSA compliant" for keeping in bags, flights, and desks. Make clear demo videos.
- Tailor the feel: create a formula that glides at room temperature but that can also hold shape in heat.
- Control packaging: create a standard for packaging, test multiple options, and find a reliable supplier who can produce at an affordable price.
- Price affordably: analyze the price of each component, add-ons, and then create a price that will be desirable to customers.
- Create a feedback loop: create samples for reviews. Be prepared for quick formula tweaks if the product/prototype underperforms.

D) Contingency plan if mitigation fails

- Formula fallback: offer a "sensitive/unscented" variant and an "extra moisture" variant.
- Packaging fallback: plan on using pre-designed packaging and a limited, customizable branded sleeve.
- Channel pivot: if direct-to-customer sales get too costly, lean into B2B sales and bulk sales. Also, a pivot to B2B sales of specialty packaging is available.
- Scope trimming: pause the refill feature if it interferes with the product launch. Iterate the refill in v2 if needed.

Part 2: Competitor Table

Product/Brand	Mess-Free Application	Hands Free	Leakproof in heat	Refillable	Sensitive Options	TSA Friendly	Packaging Sustainability	Price (Low, Med, High)
Smoothstick	High	High	Yes	Yes	Yes	Yes	Medium/High	$-$$
Hanni The Fatty	Medium	Medium	Yes	No	No	Yes	Medium/High	$$$
Cocokind body stick	Low	Medium/low	Yes	No	Variable	Yes	Medium/High	$$-$$$
WYOS	Low	Medium/low	Yes	No	No	Yes	Medium/High	$$
Aquaphor	Medium	Medium	Yes	No	No	Yes	Medium	$
Being Frenshe	Medium	Medium	Yes	No	No	Yes	Medium/High	$$
Kiehl's	Medium	Medium	Yes	No	Variable	Yes	Medium/Low	$$$
Megababe	Medium	Medium	Yes	No	Variable	Yes	Medium	SS
Liquid Lotions	Low	Low	No	No	Variable (Mostly yes)	Variable (Mostly no)	Low	Range $-$$$

Part 3: Competitor Graphic

