

Resource 4

How competitive?

Score

- 1 poor
- 2 moderate
- 3 good
- 4 very good
- 5 excellent

Competitiveness score sheet

Team	1	2	3	4	5
Adding value					
Production time					
Minimizing waste					
Total					

Questions for discussion

- 1 Why did the winners win?
- 2 What must a business think about when it decides to make a new product?
- 3 If it is looking for a product which adds lots of value, what would you want to consider?
- 4 Why can Nike and Adidas sell trainers at higher prices than high street chain stores' own brand trainers? Why are they adding more value? Will this thought have any effect when you next buy trainers?