1. Marketing Plan Competitive Analysis

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| **Competitive Advantages** | **SQUARE UP** | **Intuit GoPayment** |
| **Sustainable** |  |  |
| Unique selling proposition | Yes. The product is smaller and better looking than any other card reader on the market. | Yes. The company has been in the business longer, so more people know about the company. |
| Niche | No. A lot of card readers are becoming popular. | No. Does not have a specific niche. |
| Cost advantage | For a person that uses that square more often and has bigger transacting they can use the premium plan: $275/month | No cost advantages |
| Customer loyalty | No. Has no special customer loyalty | No. |
| **Non-Sustainable** |  |  |
| Promotion | Yes, has been heavily advertised on YouTube and also have been advertised on many websites | No. Not really |
| Placement | For now the square is available in America, Canada and most of Europe | America and Canada |
| Quality | No. both are very well made and constructed from high quality plastic | No, both are very well made and constructed with high quality materials. |
| Benefits of use | The benefits of use for the square are that many people have seen advertisements and will not judge/accuse of card theft. | GoPayment is very well known in the business so many people will know it and will attracted to buy products from you as an entrepreneur. |
| Price | Square pricing is simple: pay 2.75% per swipe for all major credit cards—total. No sign up fees, no monthly fees, no commitments, and no surprises. | Swipe rate:     2.75%  Keyed rate:     3.75%  Transaction fee: $0 |
| Product's design features | Survey says that the square ups design is the sleekest and most attractive and also the simplest design that has come out in the card reader market. | Not really attractive. |