

**BBA-402**

**Marketing Management**

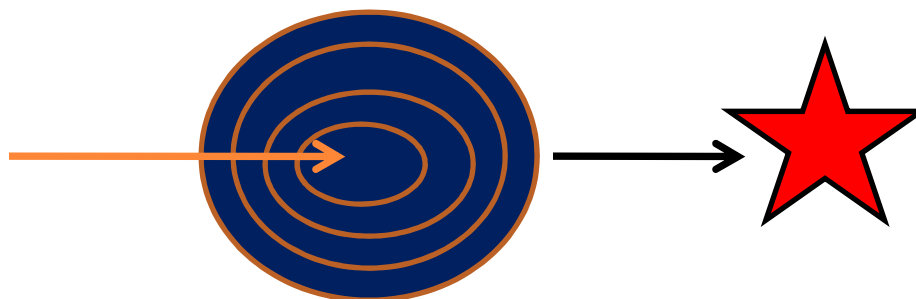
# **The Marketing Concept**

**Munindra Prakash (Ph.D.)**

Assistant Professor  
FCM, Rama University  
Kanpur

# Competitor Analysis





## Competitor Analysis Process

### Steps in Analysing Competitors

