**Direct vs. Indirect Activity**

Many products compete for consumers’ discretionary income, or money available to buy things for pleasure. For each set of items, determine whether products are competing directly or indirectly. If they are direct competition, list the areas in which they are competing, using the four P’s of marketing (product, price, place, promotion). Your response should include quality, design, features, benefits, the products/service mix, image and channels of distribution where applicable.

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| **Products** | **Direct/Indirect Competition** | **Areas of Direct Competition** |
| Hewlett-Packard vs. Dell computers |  |  |
| Book vs. Movie |  |  |
| Neutrogena vs. Biore facial cleanser |  |  |
| Kleenex vs. Puffs facial tissue |  |  |
| Concert tickets vs. new outfit |  |  |
| Aqua fresh vs. Arm & Hammer toothpaste |  |  |
| Hyundai vs. Mercedes |  |  |
| Cruise vs. all-inclusive3 resort vacation |  |  |