

Competitive benchmarking

The slide highlights comparative assessment of major Direct-to-Customer (DTC) businesses. It showcases comparisons based on unique selling proposition, sustainability, price range, style variety, etc.



KPIs		Allbirds	Adidas	Vans
UX		Comfort and simplicity	Performance and innovation	Minimalist style
Sustainability		High	Medium	Low
Price range		Affordable	Affordable - Premium	Premium
Style variety		Limited	Wide	Limited
Average reviews (Google)		4.5	4.1	4.0
Loyalty program participation		35%	20%	11%
Add text here		xx	xx	xx

Benchmarking For Competitive Advantage

Jessica J Manson



Benchmarking For Competitive Advantage:

Discover tales of courage and bravery in Explore Bravery with is empowering ebook, Unleash Courage in **Benchmarking For Competitive Advantage** . In a downloadable PDF format (PDF Size: *), this collection inspires and motivates. Download now to witness the indomitable spirit of those who dared to be brave.

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