**Industry Competitors Research**

Select one pair of industry competitors from the list below and prepare a project report comparing and contrasting how the two companies are addressing the topics also outlined below.

This project will require considerable research.

**Select one pair for your Research Project**:

A) Microsoft; Apple (computers and software industry)

B) Merrill Lynch; Schwab (finance, banking, and insurance)

C) Barnes and Noble; Amazon.com (book industry - retail and wholesale)

D) UPS; Fed Ex (trucking and freight industry)

E) Southwest Airlines; American Airlines (airline industry)

F) Lowe’s; Home Depot (retail & construction industry)

G) McDonalds; Burger King (fast food industry)

H) Ford; Toyota (automobile industry)

I) Nike; Adidas (clothing / apparel industry)

**The Industry Competitors Research Project must include:**

1. Fundamental philosophical differences in management styles, launching and handing products and services, marketing products and services, and approach to e-commerce.

2. Future challenges that each competitor faces.

3. Important decisions made by the two competitors and how those decisions affected their company.

4. Fundamental differences in each company's vision of their industry's future (for instance, do they both agree on what consumers want, what products to deliver, and so on).

5. Specific competitive advantages held by each rival.

6. Past challenges each competitor has faced and how each met those challenges.

7. Strategic moves made by one rival that might affect the other.

8. Company success stories.

9. Brief company background information.

10. Brief comparative statistics such as annual sales, market share, number of employees, number of stores, types of equipment, number of customers, sources of revenue, and so on.