

Competitors

Ten organizations or products are listed in the first column of the chart below. In the second column, identify **two** direct competitors. These should be organizations which produce the same products, or equivalent products. In the third column, identify **one** indirect competitor. This is an alternative organization or product on which customers may prefer to spend their money or time.

To help you, the first row has been completed.

Organisation	Direct competitors	Indirect competitor
<i>Daily Mail</i> newspaper	<i>Sun</i> or <i>Daily Express</i>	Television news <i>or</i> Internet news
Perrier bottled water		
Next		
Warner Village cinema complex		
Local Chinese restaurant		
Local butcher		
Sony Playstation 2		
B & Q		