

Competitors's derm care essay



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1. 3 Competitor Analysis Derm Care Clinic's competitors are separated into 2 groups that are 1.) Direct Competitors - products or services which perform the same function compete against each other. For Derm Care Clinic, there are so many direct competitors compete with them such as Wuttisak Clinic, Nitipon Clinic, Pornkasem Clinic, Pan Clinic, etc. Their key competitors are Wuttisak Clinic and Nitipon Clinic. .) Indirect Competitors - where products or services which are close substitutes for one another compete. For Derm Care Clinic, there are various indirect competitors such as Spa businesses (they are not really related towards skin care treatment because the spas are focused on relaxing massages), and hospital.

Key Competitors' current and future objectives Derm Care Clinic | Wuttisak Clinic | Nitipon Clinic | Current| - to provide a caring of the customer's benefits the most| - to provide high quality products and professional services| - to be a clinic that provide all skin services| Future| - to improve the technique of service to be better| - develop its treatments and has been certified with hygienic operation standard| - to be a leader of Skin Care Business by developing and managing systems of services relying on the medical terms| Key Competitors' current strategy Derm Care Clinic | Wuttisak Clinic | Nitipon Clinic | try to make a difference to the products and services - focus on the quality of the services giving to the customers - focus on positive Word-Of-Mount among customers| - Increase more branches to neighboring countries such as Laos, Cambodia. - Launch new products and make it different - promote brand to be well-known via TV Advertisement by using celebrities. | - provide Customer Satisfaction through professional services and high quality products - providing an in-depth knowledge of skin care- promote brand via TV Advertisement by using celebrities. | Key Competitors' resource <https://assignbuster.com/competitorss-derm-care-essay/>

profile (Strength and Weakness) Derm Care Clinic | Wuttisak Clinic | Nitipon Clinic | S| - Service has very high quality - has experts doctors - high technology machine from America and Europe- has a lot of Certificates from many institutes and organization in many part of the world| - Service has high quality - has 103 branches in Thailand, 1 in Laos, and 1 in Cambodia - has a lot of Certificates from many institutes and organization in many part of the world| - has 116 branches in Thailand- has an advertising and song included in ads| W| - Not much advertising- has only 16 branches in Thailand| - Good result must come from always going to get services.

If you stop, that result will disappear. | - If you stop getting services, that result will disappear. | Key Competitors' future strategy Derm Care Clinic | Wuttisak Clinic | Nitipon Clinic | - Provide more promotion to attract the customers - maintain the best quality of services that they can satisfy the existing and future possible customers. - Increase more branches in another countries and Thailand- develop new unique product and service into the market- Increase more advertising to get closer with the customers- has many events to expand brand knowing to wider part of customers| - Increase more advertising through TV programs, Variety shows, TV advertisement- Increase more branches in Thailand- perform many kinds of events to expand brand knowing to wider part of customers| Key Competitors' 7Ps | Derm Care Clinic | Wuttisak Clinic | Nitipon Clinic | Product| - There are a variety of products and services. Machine and equipments imported from America and Europe| - There are a variety of products and services. - Machine and equipments are up-to-date but it has some of them are a copy one from foreign countries. | - There are a variety of products and services

with medium quality. - Most of machine and equipments are a copy from foreign countries. | | Derm Care Clinic | Wuttisak Clinic | Nitipon Clinic | Price- The Laser-Medicine-CosmeticDermatology-Injection-Treatment| 900 - 10,000 Baht30 - 1,000 Baht60 - 3000 Baht100 - 12,000 Baht150 - 12,000 Baht| 1,600 - 10,000 Baht60 - 1,000 Baht60 - 1,000 Baht , 000 - 60,000 Baht150 - 10,000 Baht| 500 - 10,000 Baht50 - 2,000 Baht500 - 3,000 Baht1,500 - 3,000 Baht200 - 8,000 Baht| Place| - Place inside many Department Stores- 16 branches in Thailand| - Place inside many Department Stores and has its own individual stores- 103 branches in Thailand, 1 branch in Laos, and 1 branch in Cambodia| - Place inside many Department Stores and also has its own individual stores- 116 branches in Thailand| Promotion| - Few of promotions- having a discount when using Derma Care Clinic Card with credit card and Fashion Island Card| - always have promotions - has a discount and rewards- can have an installment payment 0% within 10 months with credit card| - have promotions not often- can have an installment payment 0% within 6 months with credit card| People| - Doctors are expert and have long time experience - Employees have a training before working| - Doctors have not much experience. New graduated doctors can come to work immediately after their training. - Employees have a training before working| - Doctors have not much experience. New graduated doctors can come to work immediately after their training. - Employees have a training before working| Derm Care Clinic | Wuttisak Clinic | Nitipon Clinic | Process| Having a standard in working and work Systematically| Having a standard in working and work Systematically| Having a standard in working and work Systematically| Physical Evidence| - Stores used White and Green Color to make customers feel relax and clean-

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Every employee has good looking and good face skin. - Has a uniform for every employee| - Stores used White and Blue Color to make customers feel relax and clean- Every employee has good looking and good face skin. - Has a uniform for every employee| - Stores used White color to make customers feel clean with the stores and using Pink color to attract teenagers- Every employee has good looking and good face skin. - Has a uniform for every employee|