




Urban Outfitters

The biggest source of competition for Paint it Floral will easily be Urban Outfitters. While the target markets are a little different (Urban has a slightly older base and targets both men and women), the price range and the interests of the target markets are the same. There are very similar design aspects involved in both Urban and in Paint in Floral, so there will be a heavy amount of overlap in the targeted market for the two. As mentioned, it is not just this but it is the price range that is also a key factor in the competition. Urban is slightly more expensive than what Paint it Floral aims to sell, so hopefully this will serve as a benefit over Urban Outfitters.



Target

Another key competitor for Paint it Floral will be Target. Target offers inexpensive throw pillows that are around the same quality as Paint it Floral. The main source will be that Target has a much bigger name than does Paint it Floral – the target markets have minimal overlap (because generally Target doesn't aim towards the youth), but there will be significant competition simply because Target is a well-known brand and well known for its difficult to beat prices.



Competitors

Along with identifying your target market, another huge factor in determining the success of a brand is to identifying the main people that will be in competition. Many factors are calculated into determining competition, but the most primary factor of competition is that there is a significant overlap in the target market. This can be in that you are targeting people who shop within the same price range, or it can be as simple as you are targeting people who prefer the same types of things. There are many ways to determine competition, but it is very important to identify it before pursuing a line.

