**Name That Competition**

**Directions:** Read the following examples of price, nonprice, direct, and indirect competition.
Using P for price competition, N for nonprice, D for direct, and I for indirect,
label each example in the space provided.

\_\_\_\_\_ 1. A bowling alley and a sandwich shop

\_\_\_\_\_ 2. A spring clearance sale

\_\_\_\_\_ 3. Delivery services to customers

\_\_\_\_\_ 4. Southwest Airlines and United Airlines

\_\_\_\_\_ 5. Manufacturers’ rebates

\_\_\_\_\_ 6. Online banking services

\_\_\_\_\_ 7. McDonald’s and AMC Theaters

\_\_\_\_\_ 8. A policy that a business will not be undersold

\_\_\_\_\_ 9. Technical assistance to customers who purchase computers

\_\_\_\_\_ 10. Ford Motor Company and General Motors

\_\_\_\_\_ 11. Back-to-school sales

\_\_\_\_\_ 12. Modern store facilities

\_\_\_\_\_ 13. Pizza Hut and Papa John’s

\_\_\_\_\_ 14. A coupon offering $1 off the price of a pizza

\_\_\_\_\_ 15. A business being open 24 hours a day, 7 days a week

\_\_\_\_\_ 16. Ten-year warranties on new automobiles

\_\_\_\_\_ 17. Spotify and Netflix

\_\_\_\_\_ 18. January white sales

\_\_\_\_\_ 19. Wendy’s and Burger King

\_\_\_\_\_ 20. New, improved laundry detergent

\_\_\_\_\_ 21. BP Oil and Sam’s Auto Body

\_\_\_\_\_ 22. A “buy one, get one free” offer

\_\_\_\_\_ 23. Advertising the largest assortment of shoes

\_\_\_\_\_ 24. A fitness gym and a beauty salon

\_\_\_\_\_ 25. Holiday Inn and Country Motel