# Competitive Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| Categories | Matterhorn | Pizza Putt | Silver Bullet |
| Products/ Services  | Alcohol, Soda, Full grill, Sushi barEntertainment (Pool tables-Arcade games)Live bands | Pizza, soda, alcohol, entertainment, Laser tag, mini golf, arcade games | Alcohol, Soda, Appetizers, Live Entertainment, Arcade games, Sumo Simulator, Human Velcro wall. |
| Prices | Appetizers $2.50- $11.95 Sushi La Carte $3.75 - $6.25Pizza large $12.95 additional toppings $1.00-1.50Small $9.95Specialty Rolls $5.50-12.95Entrees $15.95-26.95From the grill $6.95-20.95Salads $3.50-9.95Light bites $4.95-9.95Draft beer $4.00-4.75Bottled $3.50-4.00 | Appetizers $3.00-8.50Pizza large $12.50Pizza medium $8.50Personal Pizza starts at $3.50Plus $.50 for additional toppings Salad Bar $3.50Soda $1.25 $.75 for a refill  | Appetizers $5.00-$10.00Sodas $1.50Draft Beer $3.00-$4.50Bottled Beer$3.00-$5.00  |
| Customer Profile | Younger- middle class/ Ages 18-45 | All ages  | Younger-middle class ages 18-40 |
| Marketing Activities | Radio ads, newspapers, phone book, website, posters | Website, commercials, telephone book | Radio, Flyers, Brochures, Websites, Telephone book. |
| Location | 4969 Mountain Rd Stowe, VT  | 1205 Airport Parkway South Burlington VT 05053 | 7795 Williston Rd So Burlington, VT 05401  |
| Hours  | Seven days a week from Thanksgiving until April 15Four days a week from April- November | Seven days a week10am-8 pm Sunday-Thursday10am-10pm Friday and Saturday | Seven days a week4 pm-1am Thursday-Saturday4 pm-10pm Sunday-Wednesday |