# Competitive Analysis

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| Categories | Matterhorn | Pizza Putt | Silver Bullet |
| Products/ Services | Alcohol, Soda, Full grill, Sushi bar  Entertainment  (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 - $6.25  Pizza large $12.95  additional toppings $1.00-1.50  Small $9.95  Specialty Rolls $5.50-12.95  Entrees $15.95-26.95  From the grill $6.95-20.95  Salads $3.50-9.95  Light bites $4.95-9.95  Draft beer $4.00-4.75  Bottled $3.50-4.00 | Appetizers $3.00-8.50  Pizza large $12.50  Pizza medium $8.50  Personal Pizza starts at $3.50  Plus $.50 for additional toppings  Salad Bar $3.50  Soda $1.25  $.75 for a refill | Appetizers $5.00-$10.00  Sodas $1.50  Draft Beer $3.00-$4.50  Bottled 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 15  Four days a week from  April- November | Seven days a week  10am-8 pm Sunday-Thursday  10am-10pm Friday and Saturday | Seven days a week  4 pm-1am Thursday-Saturday  4 pm-10pm Sunday-Wednesday |