

How to defeat a new competitor in Canada

Competition is always fierce in business, and it can be especially brutal for a start-up. Savvy small business owners can compete successfully in a crowded field – even against a couple of big players. The best fight strategy is to define your company and its place in the market.

Your fantastic business is likely to attract some competition, so develop a fight strategy now. Use these 6 tips to knock that newcomer out of the ring.

Competition in Canada



Number of franchise units in Canada
[Source: [Cfa.ca](#)]



Percent of firms in Canada fail due to poor financial planning
[Source: [Statistics Canada](#)]



Number of employer businesses in Canada
[Source: [Industry Canada](#)]



Of small & medium-sized businesses in Canada make it to their fifth birthday
[Source: [CanadianBusiness.com](#)]



6 moves to knock your competitor out

"If you don't have a competitive advantage, don't compete."

Jack Welch, former CEO of General Electric



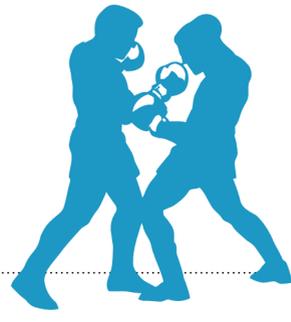
Keep your stance with better quality

You'll be able to charge more & win a price war with a superior quality product or service.



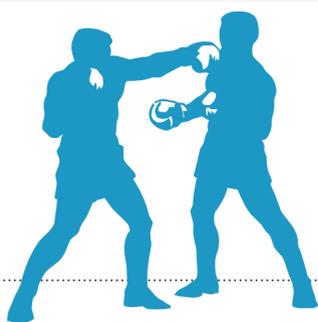
Throw a hook punch with a better website

Invest in your website to make it really, really easy for customers to buy from you.



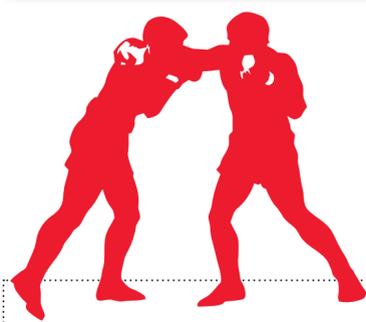
Uppercut by going green

Ethical buying is a huge consumer trend so make your business about recycling, reducing, reusing or fair trade.



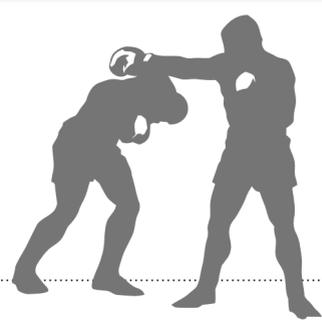
Jab with fantastic customer service

Focus on taking care of your customers by paying attention to details. Be polite, pleasant and responsive – something big companies can't do.



Slip by a punch by hiring super people

Bring talented and kind people into your business and your customers will notice – train staff on customer service excellence.



Duck a body blow by building brand personality

People don't want to do business with a faceless company – they want to do business with people that they know, like and trust.



Try these additional moves

Made locally

If your product or service is generated locally, use that fact against a competitor that's importing goods or parachuting into the marketplace from some faraway place. Buyers like to support local businesses.

Remain confident

Don't get rattled in the ring by an imposing force. Be confident about your abilities, your product or service, and your team. Competitors pounce on fear.

Serve a void

Carefully study your competitors to identify any niche market they have overlooked. Focus your business on a unique service or product your competition can't produce – for example, personal service and unique brews are how community coffee shops compete with Starbucks.



Training tips

Compete on service, not price

Dropping your price may temporarily boost sales but it's a move that's unsustainable because your profits shrink.

Remember that saturation can mean strength

A competitive and crowded industry shows that customer demand exists and that the market is viable. Don't back away. Competitors pounce on fear.

Study your opponent's moves

Make it a habit to study your competitors. Subscribe to their newsletter, get on their mailing list, do a site visit and talk to their customers. Search for weaknesses.

Wrong moves: predatory pricing

It's a criminal offence in Canada to engage in a policy of selling at unreasonably low prices to eliminate a competitor.

Get a banker in your corner

You'll be unbeatable with help from your [Scotiabank Small Business Advisor](#). Ask about financial products, services and resources available to help your business be more competitive.

