

General Information				
Competitor name	Website (URL)	Types of products sold (Product categories in the navigation menu)	Background story (Visit the company's About Us or Our Story page)	
Example: Sustainable Home, Inc.	www.sustainablehomeinc.com	Organic bath towels and rugs, bathrobes, bedding, blankets, and throws	<i>The company makes organic home products that are affordable for everyone. They focus on sustainable production and only use certified materials.</i>	
Under The Canopy	https://underthecanopy.com/	Bed, bath, living, apparel	We make beautiful, affordable, authentic products that make the earth — and every room in your home — safer, healthier, & more stylish.	
Coyuchi	https://www.coyuchi.com/	Bed, bath, apparel	Born on the shores of Point Reyes, forever inspired by the California coast. Coyuchi set out to create home textiles that are as natural as the landscape around us—crafted with 100% organic fibers and sourced through partners who put the planet first.	
Avocado	https://www.avocadogreenmattress.com/	Bed, furniture, bath+body, baby+kids	Our mission is to be the most respected source for organic mattresses , pillows , and bedding at affordable prices — while maintaining environmentally conscious, ethical, and sustainable business practices across our entire supply chain.	

Content Strategy			
Website content (Blog, articles, buying guides, FAQs, catalog, etc.)	Social media platforms		Current sales promotion
Blog, FAQs		Instagram, Facebook, Twitter, Pinterest	Winter Sale - Up to 60% off
Blog, FAQs		Instagram, Facebook, Pinterest	Free shipping on orders \$125+
Blog, FAQs, catalog		Instagram, Facebook, Pinterest, LinkedIn	Free shipping on orders \$300+
Blog (titled "Lifestyle"), FAQ (titled "support")		Instagram, Facebook, Pinterest, YouTube, TikTok	Fall mattress sale - save up to 20%

Marketing Strategy		
Email signup incentive	Rewards program	Customer service (Contact methods available)
Receive 15% off your first order	None	Phone, email, contact form
20% off first order	1 point per \$1 spent, 25 points in creating account, birthday reward, lots of different ways and incentives to earn point, points redeemable for \$, access to exclusive promos and giveaways	Phone, email
20% off first order	N/A	Phone, email, contact form
N/A	N/A	Phone, email, chat

Customer Service and Policies				
Shipping (Promotions or options available)	Return policy	Bath towel product title (Choose one bath towel on the site to analyze)	Bath towel product page URL	
<i>Free ground shipping on all orders in US. Express shipping available for an additional fee.</i>	<i>Returns accepted within 60 days for a full refund of the purchase price</i>	<i>Textured Organic Cotton Towel</i>	www.sustainablehomeinc.com/bath-towels/textured-organic-cotton-towel	
Standard Shipping: We offer free carbon neutral U.S. standard shipping for all orders over \$125. For orders under \$125, standard shipping is \$8. Most orders ship within 5 business days.	We stand behind the quality of our products and want you to be fully satisfied with every item that you purchased from UnderTheCanopy.com. If you are not fully satisfied with an item you purchased, you may return the item within 30* days for a full refund of the purchase price minus an \$8 return label fee. All returned products must be in their original condition, unworn, unwashed and with original tags. Items returned with obvious use, makeup, deodorant, perfume, or similar product stains will be subject to refusal and exempt from a refund.	Organic Ribbed Towel	https://underthecanopy.com/products/organic-ribbed-towel-white?variant=45281292320932	
Free shipping on orders \$300+	Return any item* within 30 days for a full merchandise refund or return within 180 days of purchase for store credit equal to the original value of the item(s). Even if it's been washed or worn.	Air Weight Organic Towels	https://www.coyuchi.com/products/air-weight-organic-towels-undyed?variant=50911901024548	
Free shipping if you "waive signature"	Varies by product, but they do a price match if you find better price from authorized retailer	Organic Cotton Bath Towels	https://www.avocadogreenmattress.com/collections/bath/products/organic-cotton-bath-towels?variant=40173041385622	

Product Comparison for Bath Towels					
Organic or eco-friendly materials	Types of product images	Types of product videos	Customer reviews (Options available for customers to leave a review)	Regular price	
100% organic cotton	Multiple colors, close-up of texture, towels hanging on a towel bar	None	Ratings, written reviews, images, and videos	\$16	
100% organic cotton	2 bath, 2 hand towels stacked neatly, showing texture, multiple colors shown	None	Reviews, ratings, written reviews	\$20	
100% organic cotton	Towels neatly stacked, folded, multiple colors shown	None	Reviews, ratings, written reviews	\$48	
100% organic cotton	Towels neatly stacked, folded, multiple colors shown	None	Reviews, ratings, written reviews	\$80	