

Competitor Analysis

		Competitor 1	Competitor 2	Competitor 3
1	What is their Market Position or Market Share?			
	e.g. Are they a leader in your Marketplace or are they a smaller competitor?			
2	Who is their Target Audience?			
	e.g. Who are they aiming their products or services at?			
3	What is their Pricing Structure?			
	e.g. How do they price their products/services? Are they premium, middle or a low cost?			
4	What is their Marketing Strategy?			
	e.g. What is their value proposition - how do they say they help customers?			
5	What is their Customer Satisfaction (1-5)?			
	e.g. Is the market view of them excellent (5) or very poor (1)?			
6	What makes them distinctive?			
	e.g. What characteristics differentiate their products or services?			
7	What are their Strengths?			
	e.g. Could be functionality, price, quality, reputation, customer loyalty?			
8	What are their Weaknesses?			
	e.g. Could be functionality, price, quality, reputation, customer loyalty?			
9	How can I Beat Them?			
	e.g. What should I focus on to beat them and win the deal?			