Competitor Analysis

Our business _____ **Market / location** _____ **Date** _____

Factor	Us	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
Website / location						
Target customers						
Main products or services						
Price range						
Quality (1–5)						
Customer service (1–5)						
Online reviews (rating, #)						
Marketing channels						
Unique selling point						
Key strengths						
Key weaknesses						

What we learned

GAPS IN THE MARKET WE CAN FILL

THINGS COMPETITORS DO BETTER THAT WE SHOULD IMPROVE

HOW WE WILL POSITION OURSELVES