

Y5.02

**BUSINESS CONCEPT**  
/Market Position

## DECISION SHEET

v2.2.3

### Job to be done

We can get a lot of inspiration by looking at other players who might have been in the market longer than us.

By listing the key information, we have on the market players, we can figure out what we can learn from them.

### How to do it

Start by making a list of the relevant market players you know, including rivals, good competitors and colleagues in other markets.

Continue by noting the information you have on the market players' products and/or customers.

Finish by considering what you can learn from the information you have gathered about each market player.

### Next step

- Compare your company's strengths and weaknesses with those of your competitors.
- Make an action plan on how to use the new ideas you have had from exploring the market players.
- Make contact to good competitors or colleagues in other markets to discuss new ideas or collaboration opportunities.

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## Market Player Information

Get inspiration from tracking information about the market players




TYPE OF MARKET PLAYER	MARKET PLAYER	MARKET PLAYER'S PRODUCTS AND SERVICES	MARKET PLAYER'S CUSTOMERS	WHAT TO LEARN FROM MARKET PLAYER
<b>RIVALS</b> (competitors that you are directly up against)				
<b>GOOD COMPETITORS</b> (competitors whose activities educate the market or create awareness about your business area)				
<b>COLLEAGUES IN OTHER MARKETS</b> (players outside your market that you can learn from)				


Date:


Name:


Company:


Market Player Information – Y5.02  
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