Competition Research

# Name of the Company

# Products & Services

# Where are they based & why?

# How do they promote their products & services?

# What types of customers do they serve/target?

# What are their revenues & expenses?

# How have they grown & expanded over time?

# What are their plans for the future?

# Possible impacts on our firm & how we may benefit from them

# Summary of their strengths, weaknesses & how we can counter them