

COMPETITIVE ANALYSIS LANDSCAPE

Complete the template for your company, then complete the template for each competitor. After you complete this form, you may find out that your competitors are not who you think they are.

WHY CONDUCT THIS ANALYSIS?		Write down the question you are trying to answer or the goal of this analysis			
		YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
PROFILE	OVERVIEW				
	COMPETITIVE ADVANTAGE <i>What value do you offer customers?</i>				
MARKETING PROFILE	TARGET MARKET				
	MARKETING STRATEGIES				
PRODUCT PROFILE	PRODUCTS & SERVICES				
	PRICING & COSTS				
	DISTRIBUTION CHANNELS				
SWOT ANALYSIS	Do this for your company and for your competitors. Your strengths should support your opportunities and contribute to what you define as your competitive advantage.				
	STRENGTHS				
	WEAKNESSES				
	OPPORTUNITIES				
	THREATS				