### 1. Competitive audit goal(s)

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### **2. Who are your key competitors?** (Description)

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**3. What are the type and quality of competitors’ products?** (Description)

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**4. How do competitors position themselves in the market?** (Description)

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**5. How do competitors talk about themselves?** (Description)

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**6. Competitors’ strengths** (List)

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**7. Competitors’ weaknesses** (List)

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**8. Gaps** (List)

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**9. Opportunities** (List)

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