Peer-graded Assignment: Weekly Challenge 4: Create a competitive audit and report for your portfolio project

Review fellow learners

Congrats on submitting your assignment! You have reviewed enough peers, but you can continue to review peers and provide constructive feedback.

Review assignments

Instructions | **My submission** | Discussions

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Submitted on July 4, 2023

PROMPT

Upload a PDF of your competitive audit comparison spreadsheet.

Before submitting, check that you can answer **yes** to the following questions about your submission:

- Did you identify 3-5 key competitors, along with "direct" and "indirect" designations?
- Did you rate each of the features being compared?

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PROMPT

Upload a PDF of your competitive audit report.

Before submitting, check that you can answer **yes** to the following questions about your submission:

- Do you have a clear competitive audit goal at the top?
- Did you describe the type and quality of the products competitors have to offer?
- Did you consider how the competitors describe themselves?
- Did you identify how competitors position themselves in the market?
- Did you examine what the competition does well and what they could do better?
- Did you identify gaps and opportunities in the market?

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Start new attempt

Comments

Comments left for the learner are visible only to that learner and the person who left the comment.

TT | Share your thoughts...