

## RUBRIC

The competitive audit spreadsheet identifies 3-5 key competitors, along with “direct” and “indirect” designations.

- ☐ 0 pts  
No competitors are identified.
- ☐ 1 pt  
1-2 competitors are identified.
- ☐ 2 pts  
3-5 key competitors are identified, along with “direct” and “indirect” designations.

The competitive audit spreadsheet provides ratings for each of the features compared.

- ☐ 0 pts  
No features are rated
- ☐ 1 pt  
Some features are rated
- ☐ 2 pts  
All features are rated


## 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?

Steak House Menu competitive audit report

[Steak House Menu competitive audit report](#)

## RUBRIC

The competitive audit report has a clear competitive audit goal at the top.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

The competitive audit report describes the type and quality of products competitors have to offer.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

The competitive audit report considers how competitors describe themselves.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

The competitive audit report identifies how competitors position themselves in the market.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

The competitive audit report examines what the competition does well and what they could do better.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

The competitive audit report identifies gaps and opportunities in the market.

- ☐ 0 pts  
No
- ☐ 1 pt  
Yes

