**Step 1: Determine who you are competing against**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Product | Price | Place | Promotion | People | Process | Physical evidence |
| Competitor name 1 |  |  |  |  |  |  |  |
| Competitor name 2 |  |  |  |  |  |  |  |
| Competitor name 3 |  |  |  |  |  |  |  |
| Competitor name 4 |  |  |  |  |  |  |  |
| Competitor name 5 |  |  |  |  |  |  |  |