**Step 2: Analyse their position according to the 7 Ps**

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