**Step 3: Compare their strengths and weaknesses to yours**

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