

# Competitor Analysis and SWOT Example

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## **Competitor Analysis (qualitative)**

	Price Product/Service	Quality Product/Service	Customer Service
Competitor 1	HIGH	HIGH	LOW
Competitor 2	MEDIUM	MEDIUM	MEDIUM
Competitor 3	HIGH	MEDIUM	MEDIUM
YOUR PROJECT	HIGH	HIGH	HIGH

### **Competitor Analysis- Example**

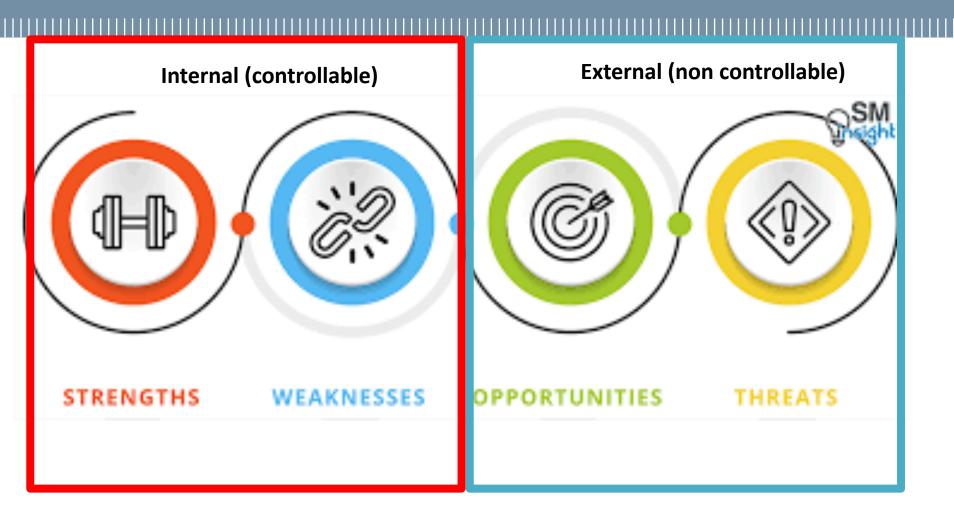
	Speed download	Data traffic	Price	Installation cost
Viasat	12-100 Mbps	12-300 GB/month	30 - 169,99 USD/month	free
HughesNet	25 Mbps	15-75 GB/month	64,99 - 159,99 USD/month	free
Starlink	100-500 Mbps	illimited	99 - 500 USD/month	499 - 2500 USD

Source: Osservatorio Space Economy

#### **Competitor Analysis- Example**



#### **SWOT**



#### **SWOT Exemple**

S W Skills in data integration fungible (other Inertia to change Reduced ability to innovate sectors) **Distribution Channels** Difficulties to attract talent (brand) Clients **Descision-Making Process slow Financial Resources** 0 SW and digital services – growth rate Competitori already introduced 30% services two years ago **Next GEN EU** Startup newcomers HorizonEurope to co-finance business Semicondoctur crisis (due to Covid/War) experiments