



POLITECNICO
MILANO 1863

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

Competition



SWOT

Internal (controllable)



STRENGTHS

WEAKNESSES

External (non controllable)



OPPORTUNITIES

THREATS

SWOT Exemple

S	W
<p>Skills in data integration fungible (other sectors)</p> <p>Distribution Channels</p> <p>Clients</p> <p>Financial Resources</p>	<p>Inertia to change</p> <p>Reduced ability to innovate</p> <p>Difficulties to attract talent (brand)</p> <p>Descision-Making Process slow</p>
O	T
<ul style="list-style-type: none">• SW and digital services – growth rate 30%• Next GEN EU• HorizonEurope to co-finance business experiments	<ul style="list-style-type: none">• Competitori already introduced services two years ago• Startup newcomers• Semiconductur crisis (due to Covid/War)