

Competitive Analysis

Competitive Analysis of Strengths and Weaknesses

Company Name		Category		Rating (out of 5)	
		Strength	Weakness		
Bagels on Broadway	Strong Community Support for Local Businesses		Competition from shops in other areas		
Kettleman's Bagel	High visibility and accessibility at Yonge & Eglinton		Saturation of bagel shops in the area could reduce differentiation.		
Kiva's	Strong focus on homemade flavors, attracting loyal customers.		Smaller online presence and fewer modern conveniences (e.g., app rewards or expansive delivery options)		

Insight Description broken down by Category vs. Company Name. Color shows sum of Rating (out of 5). The marks are labeled by Insight Description.