Competitive Analysis Worksheet

Client Name: kellie reynolds

Date:2021

**Step 1:** Identify at least 3 of your direct competitors (People who solve the same problem you do in similar ways) and 1 indirect competitor for every vertical you can think of (if I was in the airline industry, I would look at 1 passenger railroad company, one ferry/cruiseline, and 1 bus company).

|  |  |
| --- | --- |
| Name | Link to Website |
| Natasha Huber photography | <https://www.facebook.com/natashahuberphotography> |
| Kristen Bowden photography | <http://www.kristenbowdenphotography.com> |
| Photosbyjordan | - |
|  |  |
|  |  |

**Step 2: Examine Each Competitor**

**For each competitor we want to know 3 things: 1) What they are doing well 2) What people love about working with them 3) What people hate about working with them.**

**For each competitor follow the following process.**

**Step 2a:**

**Look over website & social media**

**What concepts/words/phrases/tools are they using that seem to be working well for them?**

|  |  |
| --- | --- |
| **Competitor** | **Notes** |
| **Natasha Huber** | **She knows everything about newborn photography, she can do the “dangerous” poses and she knows how to read the babies to make them happy. People don’t like her pricing. She charges a lot and on top of that she charges for additional photos if the client wants more than what she gave them.** |
| **Kristen  Bowden** | **She knows how to make the clients feel comfortable, and confident.** |
| **Photosbyjourdyn** | **She is new in town and wanted volunteers for five newborn models. She has 30 new likes on her page from my friends list. Looks like she may also have a studio which is not too common here in vernal.** |
|  |  |
|  |  |
|  |  |

**Step 2b:**

**Look over review sites (google, facebook, yelp, amazon/ebay, etc)**

**What positive things do their customers consistently say about them?**

|  |  |
| --- | --- |
| **Competitor** | **Notes** |
| **Huber** | **Awesome pictures, patient with kids, makes them smile. Great at what she does. Great with grumpy kids and all kids in general.** |
| **Bowden** | **Beautiful photos and fun to work with** |
| **Jourdyn** | **Gets grumpy kids to smile, patient.** |
|  |  |
|  |  |
|  |  |

**What negative things do their customers consistently say about them?**

|  |  |
| --- | --- |
| **Competitor** | **Notes** |
| **Huber** | **High pricing** |
| **Bowden** | **Didn’t see negitive reviews** |
| **Jourdyn** | **Took a long time to receive photos** |
|  |  |
|  |  |
|  |  |