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|  | **Written by**:  **Last Updated**: |

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| **Competing Product(s)** | **Strengths** | **Weaknesses** | **Pricing Comparison** |
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| **About X** | **Positioning** | **Our Re-Positioning** | **Target Market** |
|  |  |  |  |
| **Market Presence** | **Quick Tips** | **How to Win against X** | **When to Walk** |
|  |  |  |  |