

Competitive Analysis

Your Company Name

Identification



Key National Competitors

Competitor A

Competitor B

Competitor C

Competitor D

Substitutes

Competitor I

Competitor J

Competitor K

Competitor K

Key International Competitors

Competitor E

Competitor F

Competitor G

Competitor H

New Entrants

Competitor L

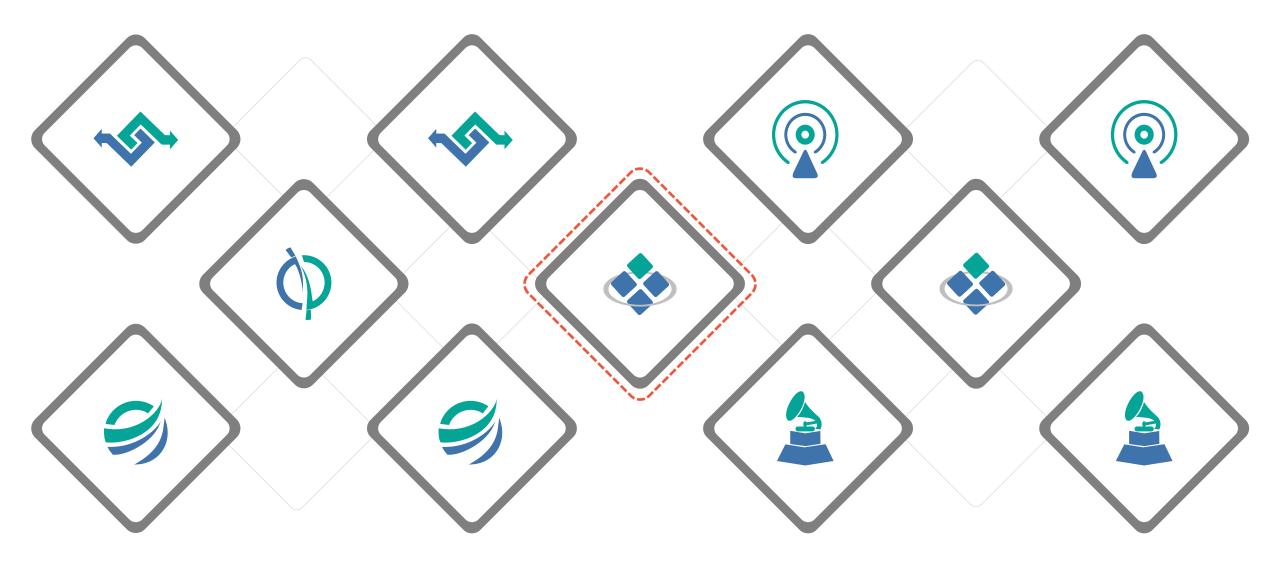
Competitor M

Competitor N

Competitor O

Logos Of Competitors





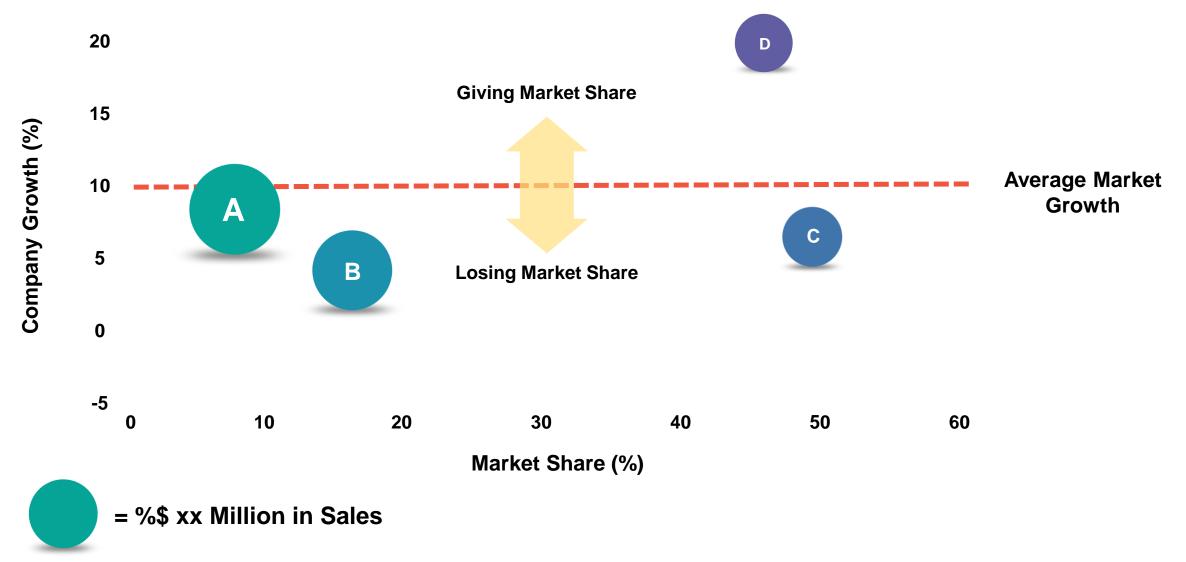
Comparison - Based On Criteria



	Criteria						
	Revenue	Profit	Market Share	Main Activity	Number of Employees	Product Quality	Insert your own text
Competitor A	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here
Competitor B	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here
Competitor C	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here
Insert your own text	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here
Insert your own text	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here
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Insert your own text	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here	Text Here

Competitor Positioning



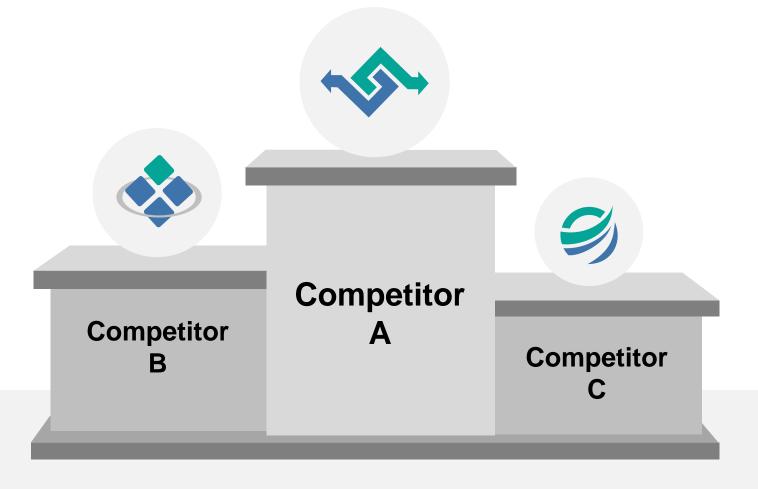


Competitor Ranking



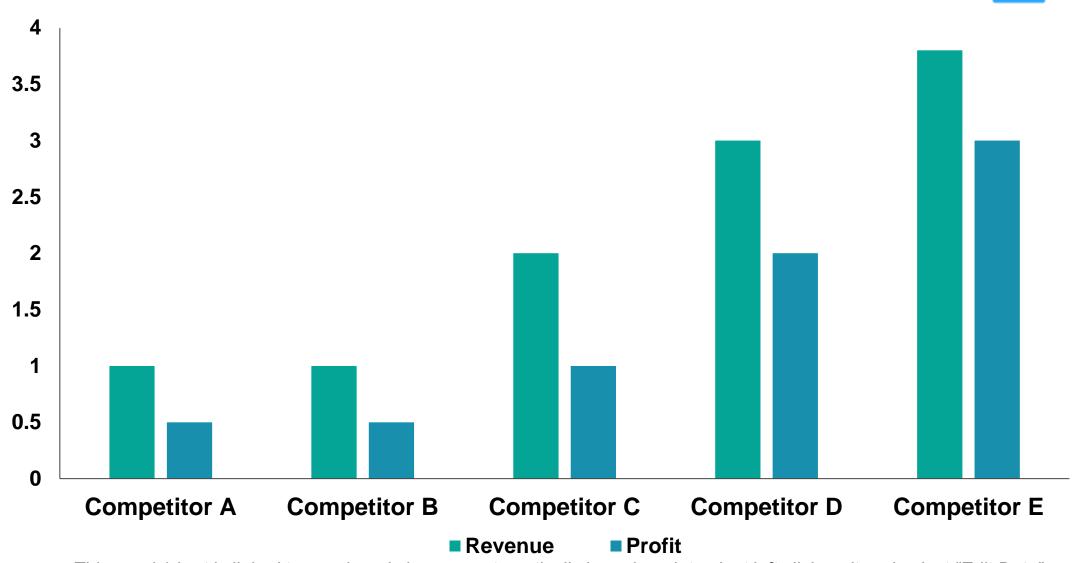


Market Leader



Competitor Revenue & Profit

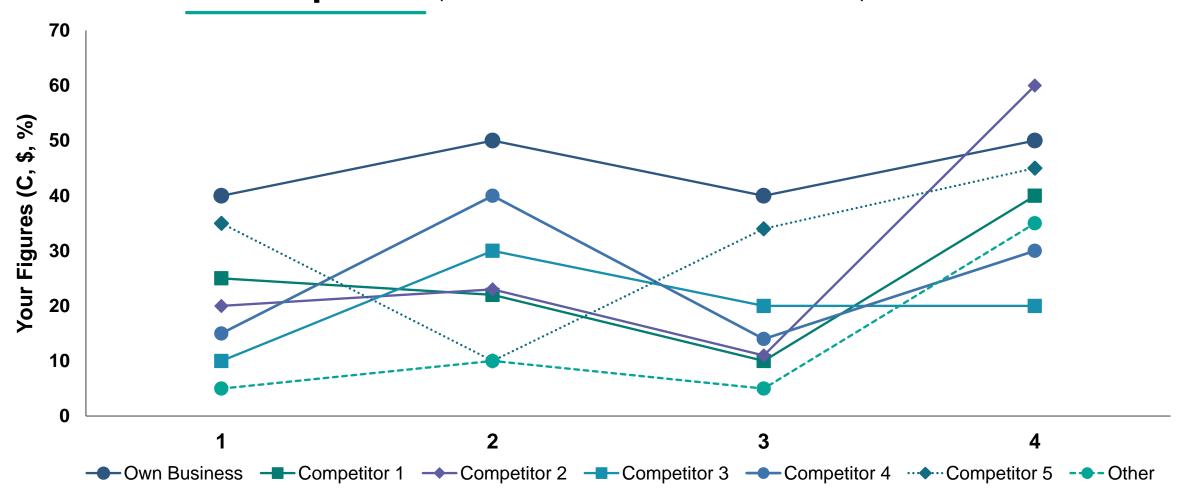




Competitor Market Share & Sales Revenues

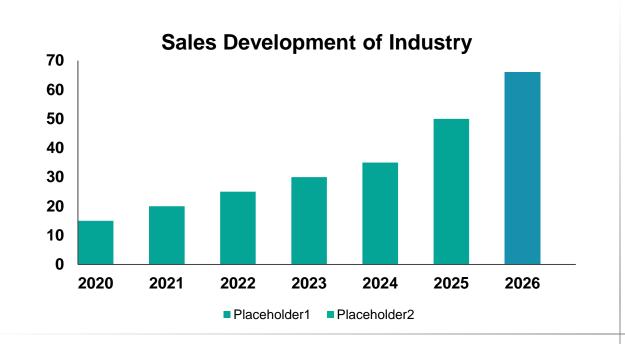


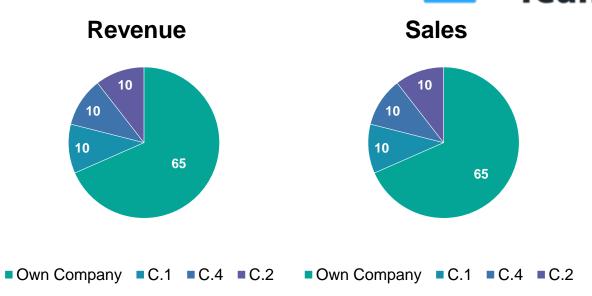
Development (Market Share & Share Revenue)

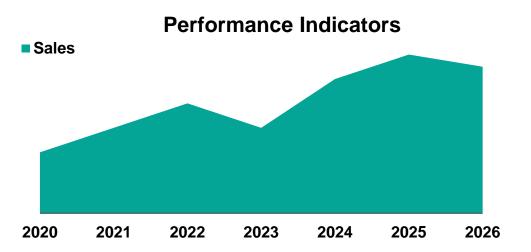


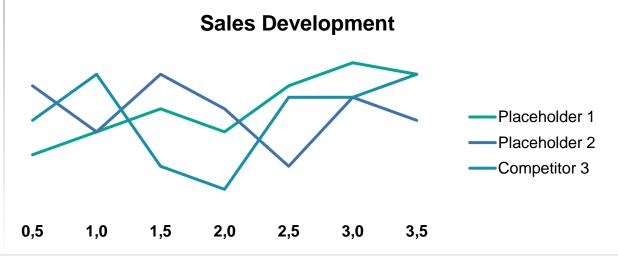
Competitor Analysis











Competitor Description



Main Competitors

Product x	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Turnover	€ 100 million	€ 100 million	€ 100 million	€ 100 million
Top Product	Sample Product	Sample Product	Sample Product	Sample Product
Employees	100	100	100	100

Knowledge On Our Competitors







Products

- Product 1
- Product 2
- Product 3



Services

- Service guaranteed only year after purchase
- Service characteristic 2
- Service characteristic 3



Strategy

- Expansion
- Strategy 2
- Strategy 3



Quality

- Competitors offer high quality
- Quality Feature 2
- Quality Feature 3



Prices

- The prices very depending on the season
- Price 2
- Price 3



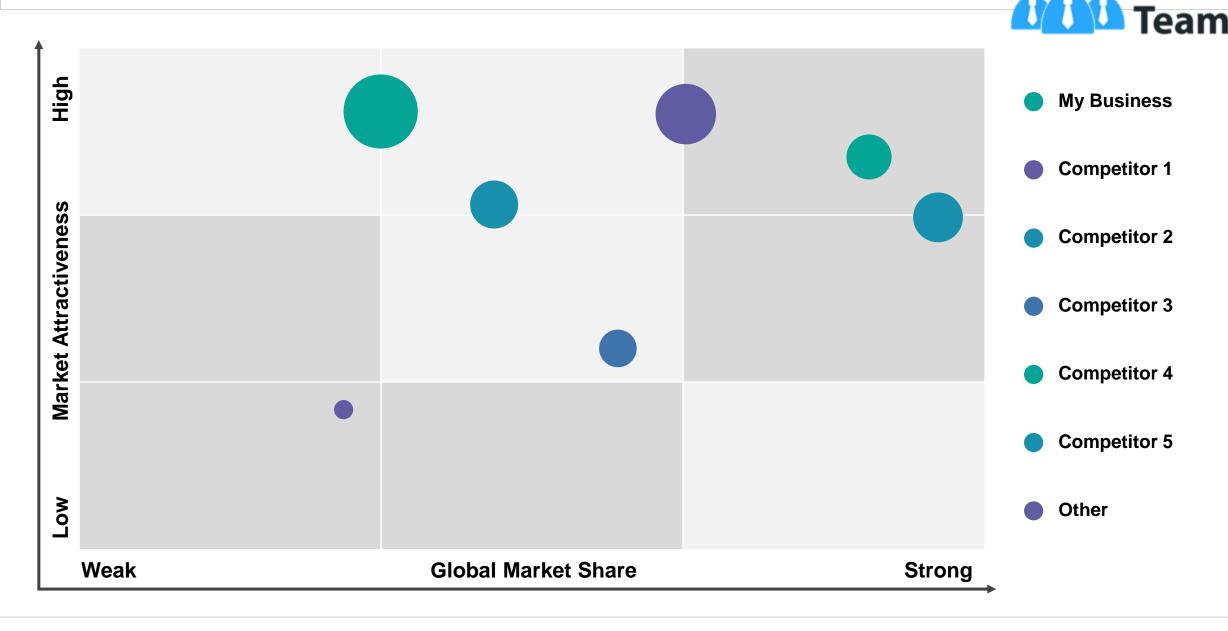
Other

Phase enter descriptions& notes here

Internal/ External Competitor Portfolio Analy Slide

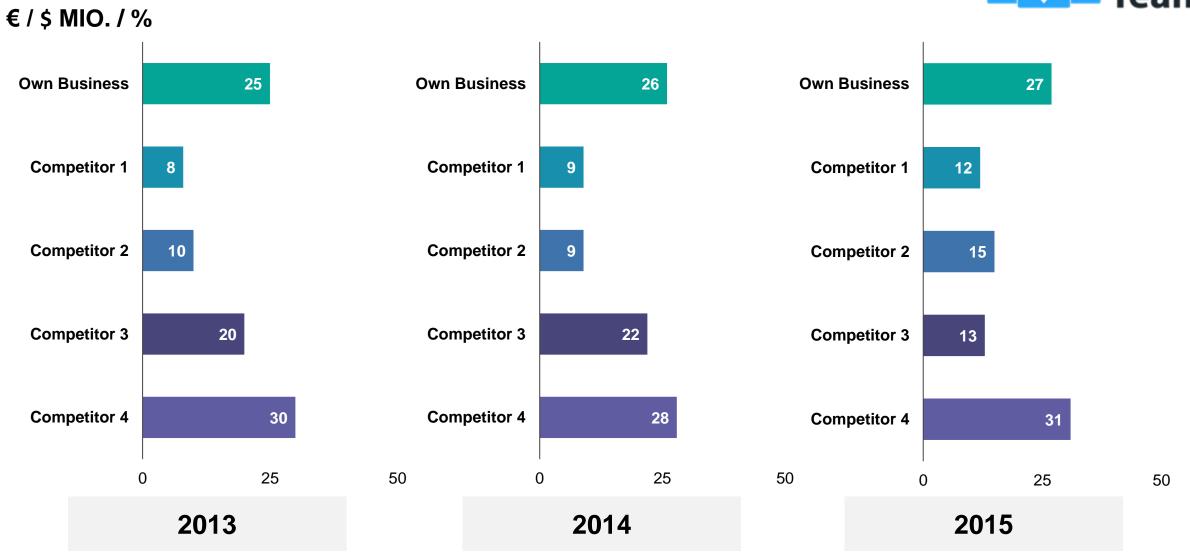
		Comments on the Strengths &	Compenie 4 Team		
Category	Criteria (Areas of Observation)	Weakness of the Unite to be Tested	Poor Equal Better 1 2 3 4 5 6 7 8 9		
	Marketing & Sales	-			
Market	Sales Structure/ Locations	-			
	Price/ Performance Rtio	-			
	Quality	-			
Product	Cost Structure/ Cost Advantage	-			
	Enterprise	-			
Finances	Liquidity	-			
rinances	Cost Development	-			
Staff	Working Climate	-			
	Staff Training & Education	-			
Overall Assessment		-			

Classification- Market Attractiveness & Market Sh



Sales Performance of Competitors





Strategic Positioning



Strategic Advantage





Differentiation Comprehensive Cost Leadership

Competitor 1Competitor 2

- Competitor 3
- Competitor 4

03 Focus on Priorities

Limited to one Segment

Industry

Entire

- Competitor 5
- Other

02 Strategic Target

- Competitors are located in four areas
- Each competitor attempts to influence the market according to this needs
- ...

Assessment & Market Position of Competitors' Product/ Product R

					Lea
Product x	Own Business	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Design					
Price					
Performance					
Quality					
Additional Functions					
Equipment					
Expected Product Service Life					
Overall Assessment	6	3	4	3	3

Market Segmentation



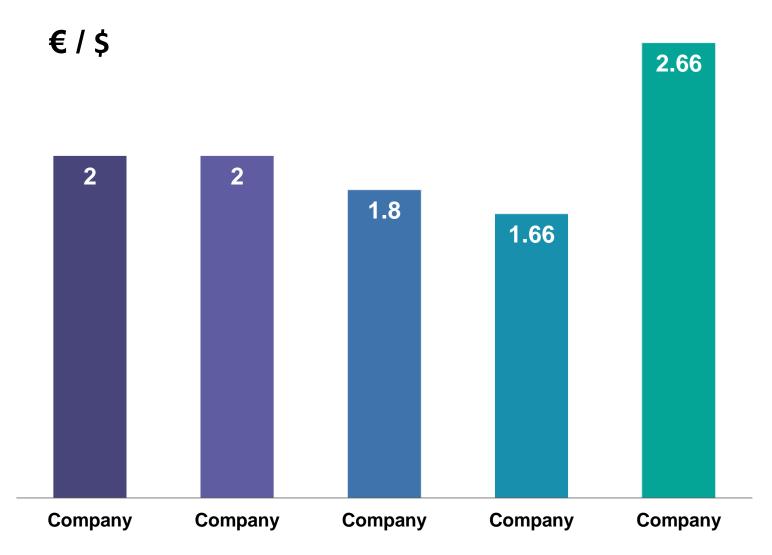
Factors	Own Business	Competitor 1	Competitor 2	Competitor 3
Age (in years)	20-30	30-35	25-40	20-35
Gender (M/ F)	Both	Both	Female	Both
Income (in lakhs)	0-15	7-10	2-15	0-10
Employment	Students/ Employed	Employed/ Business	Students/ Employed/ Business	Students/ Employed/ Business

Competitors' Average Price/ Product





- Prices of the product line are constantly developing
- Competitive products have an average price of 2.00 €



Competitive Advantage





Advantage 1



To - dos in order to maintain the advantage



Additional investment costs



Project planning

Competitors who Could Catch up

Competitor 1

Reason: High financial Budget

Competitor 2

Reason: High financial Budget

Other Corporate Strategy

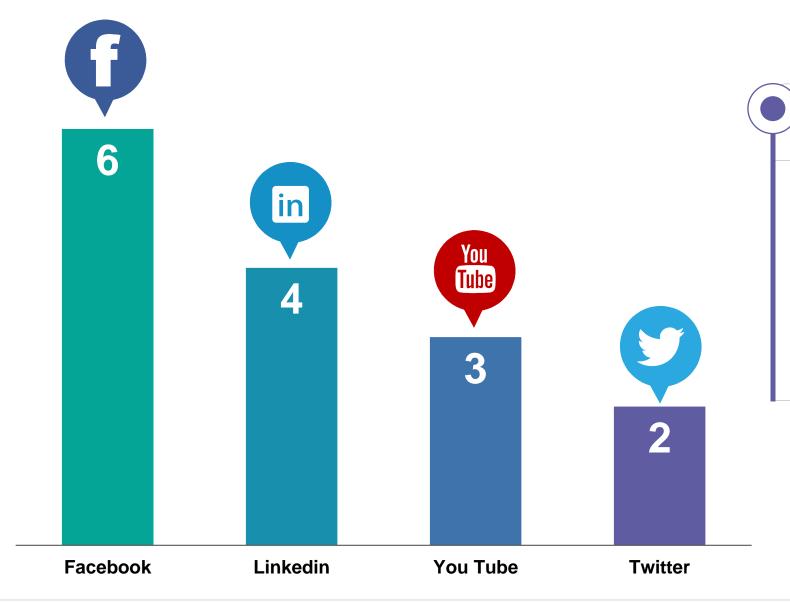


Main Competitors

	Strength	Weakness
Own Company	Strategy: Emphasizing the Strengths Emphasize strength Highlight benefits for customer	Strategy: Downgrade / Devalue Evaluate weakness as irrelevant Devalue importance for customer benefits Compensate weakness with strength
Competitors	Strategy: Downgrade / Devalue Evaluate weakness as irrelevant Devalue importance for customer benefits Compensate weakness with strengths Identity methods to counteract	Strategy: Emphasizing Weakness Overemphasize weakness Emphasize a disadvantage for competitors on the market Highlighting negative impact on customer benefits

Social Media Analysis





How Many Competitors Use Social Media Channels?

- Facebook is used by Competitor XY
- XY can be found on LinkedIn

Activity Analysis







Survey



Customer Video Contest



Customer Surveys



Product Testers



Acquisition



Idea Collection



Monitoring

Overview Of Main Competitors



Competitors	Market Leader	Challenger	Niche Competitor	Explanations
Own Business	8			Good serviceSmall product rangeWe provide maximum flexibility
Competitor 1				 Good service Small product range Competitor 1 provides maximum flexibility
Competitor 2		8		 Good service Small product range Competitor 2 provides maximum flexibility
Competitor 3			8	 Good service Small product range Competitor 3 provides maximum flexibility
Competitor 4			8	 Good service Small product range Competitor 4 provides maximum flexibility
Competitor 5				 Good service Small product range Competitor 5 provides maximum flexibility
Other		8		Small product rangeFlexibilityInsufficient service





Let's Have a Break, We'll Come Back After 15 Minutes

Coffee Break

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Charts & Graphs



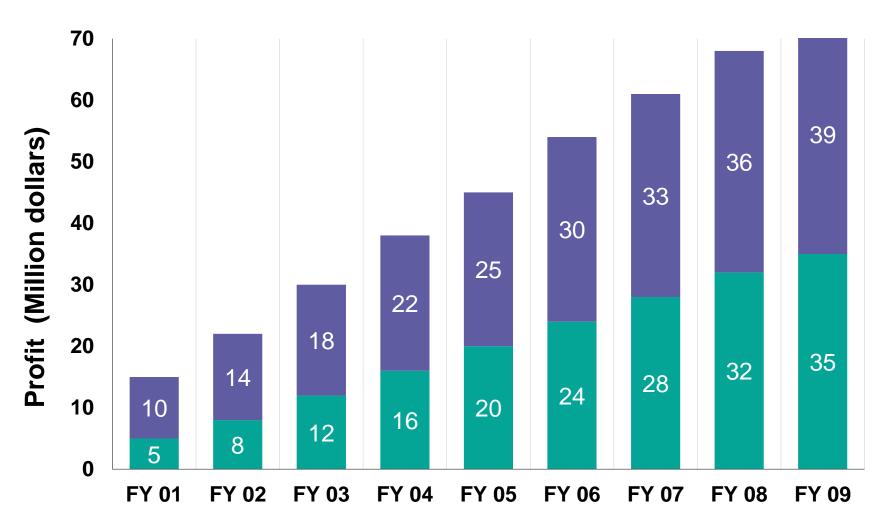
Stacked Column

Product 1

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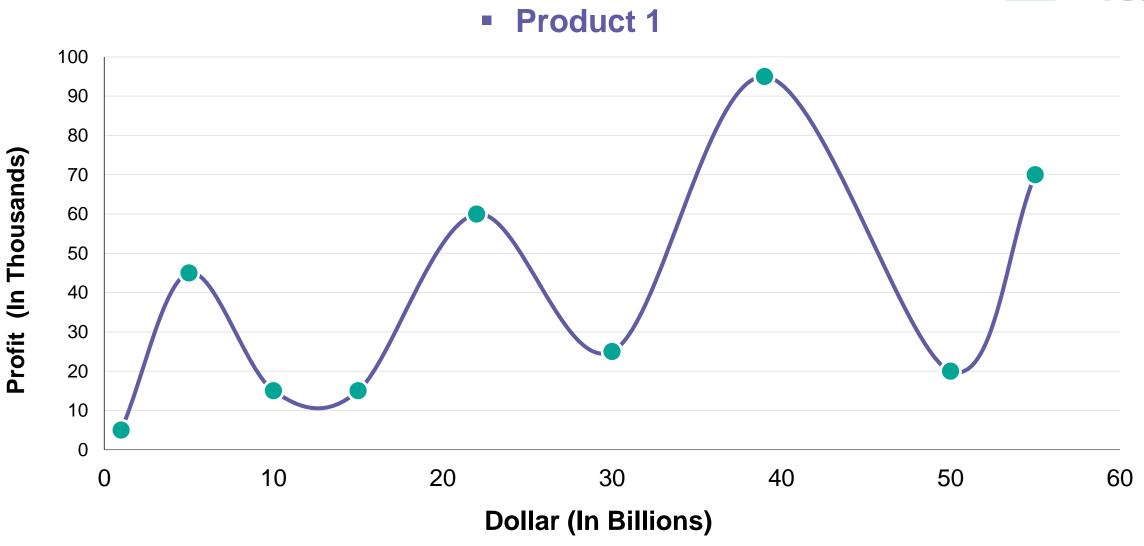
Product 2

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Scatter With Smooth Lines And Markers







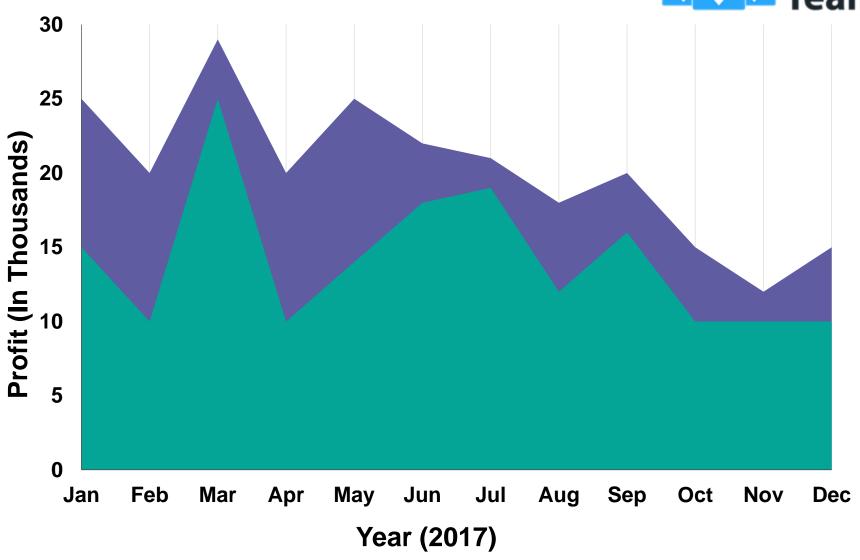
Area Chart

Product 1

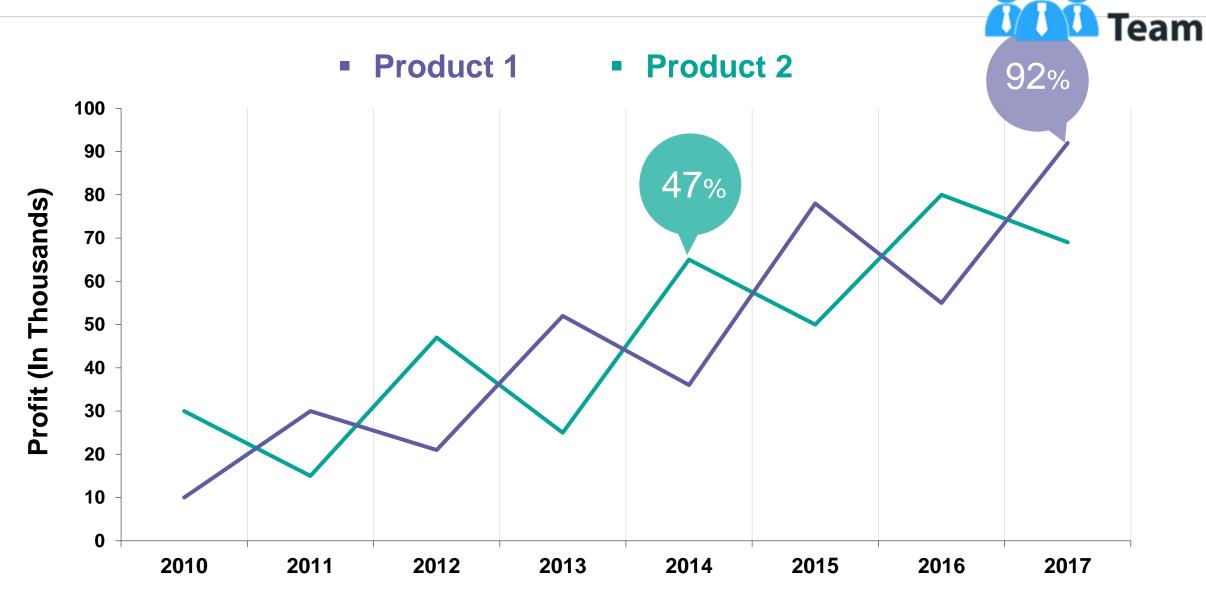
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Product 2

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Stacked Line Chart



Slide



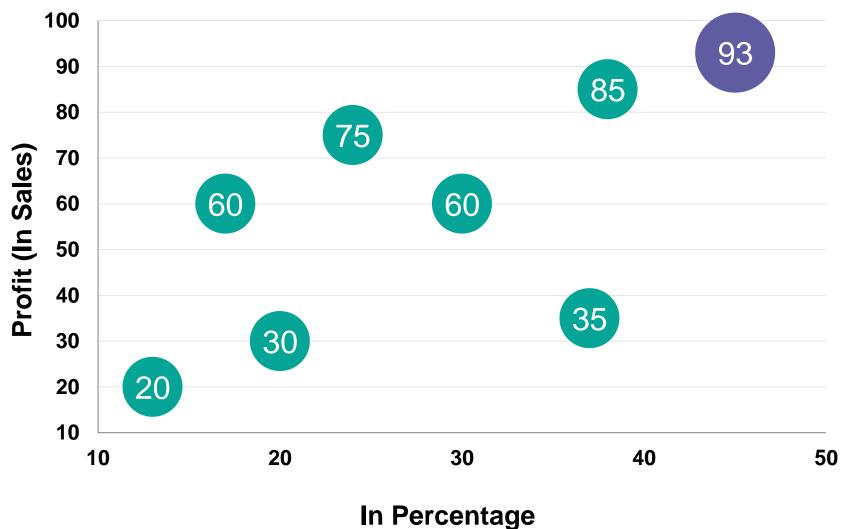
Scatter Chart

Product 1

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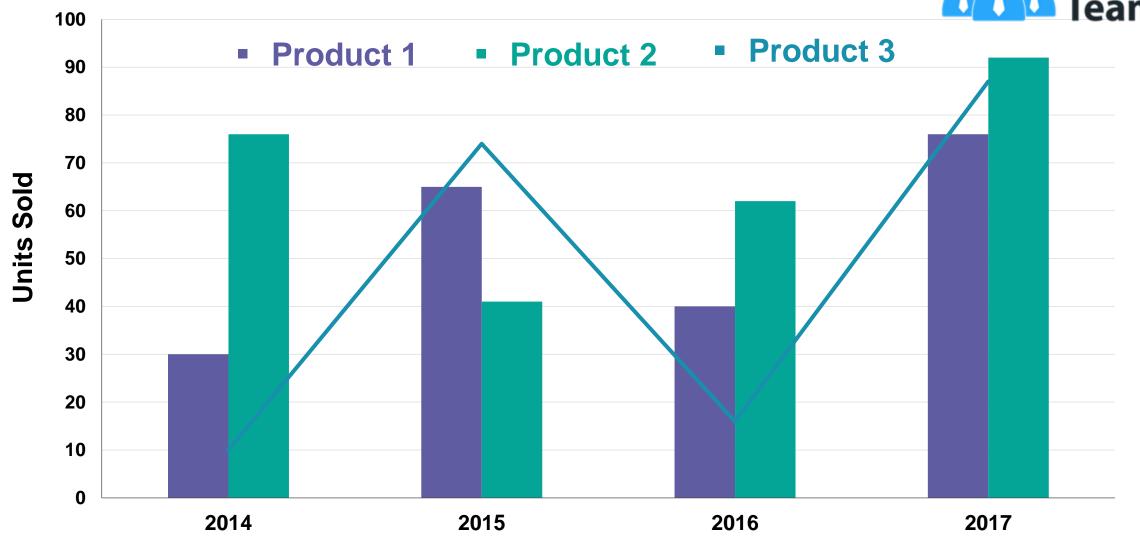
Product 2

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Combo Chart







Additional Slides





Our Vision



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Our Mission ®



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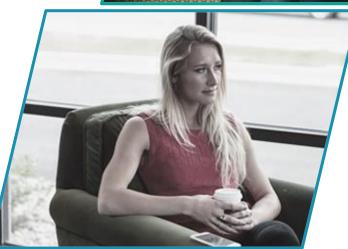




CEO

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Anita Doe

Editor

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Our Best Team



Tomas Cross

Graphic Designer

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Preferred by Many

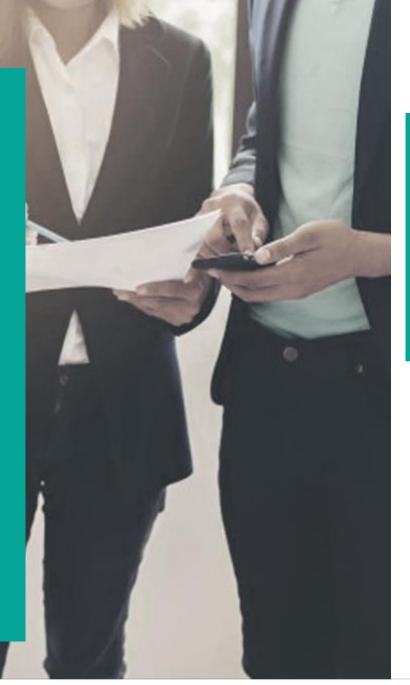


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Values Client



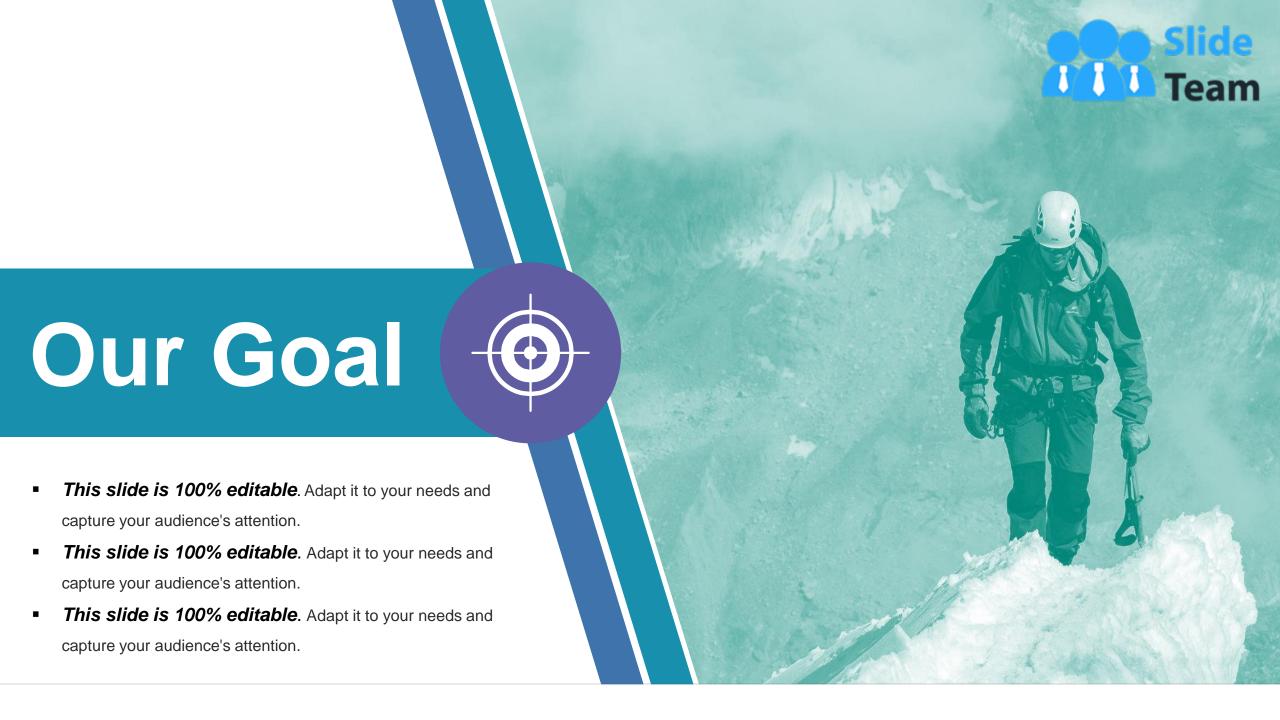
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About Us

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Financial









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Comparison





Performance

Design

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55%



Performance

Design

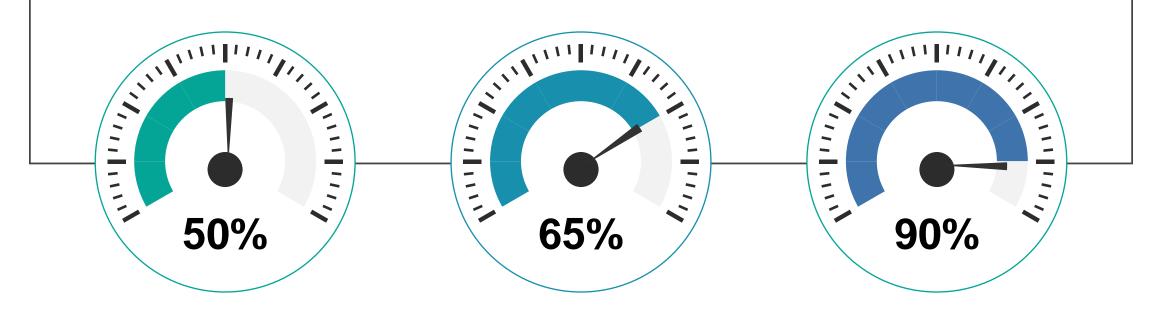
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Dashboard



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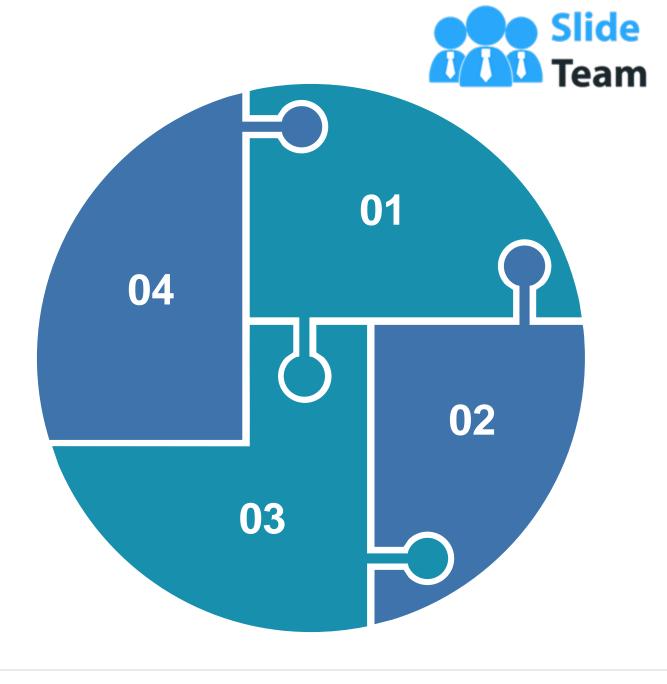
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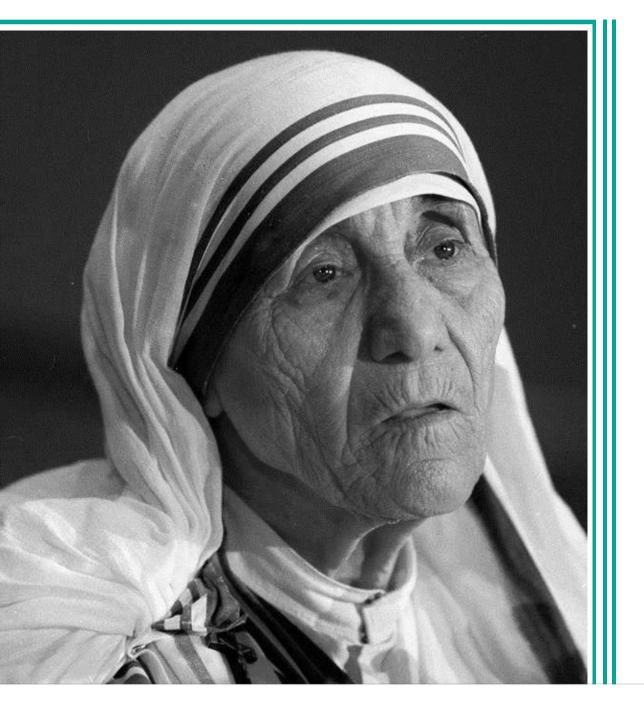
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Puzzle

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Quotes

Not all of us

can do great things. But we can do small things

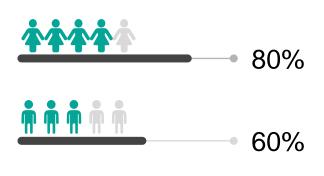
with great love.

... Mother Teresa

Location

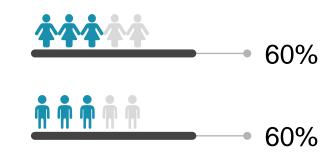




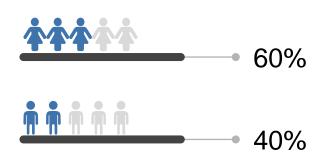




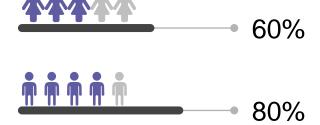
Canada











Important Notes





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04

Timeline









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End

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Lego





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OA

01

02

03

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Hierarchy





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Mind Map



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Silhouettes



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Matrix



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High

9

High



Low

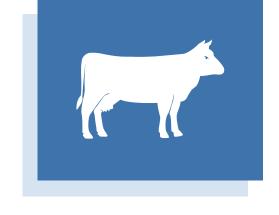
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Low



Circular



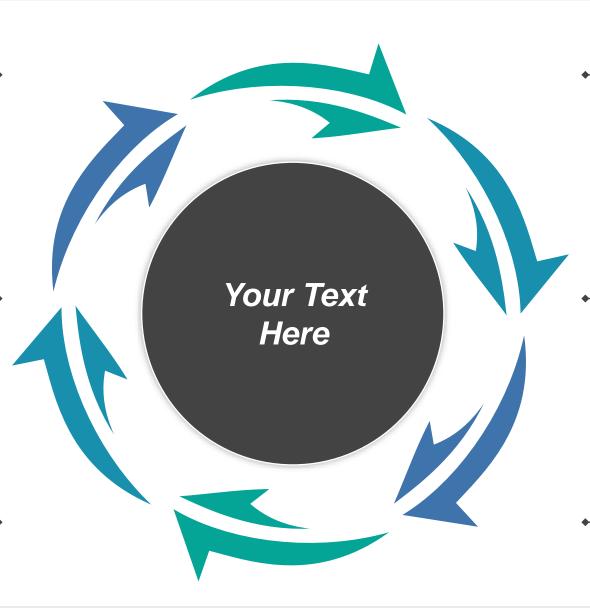
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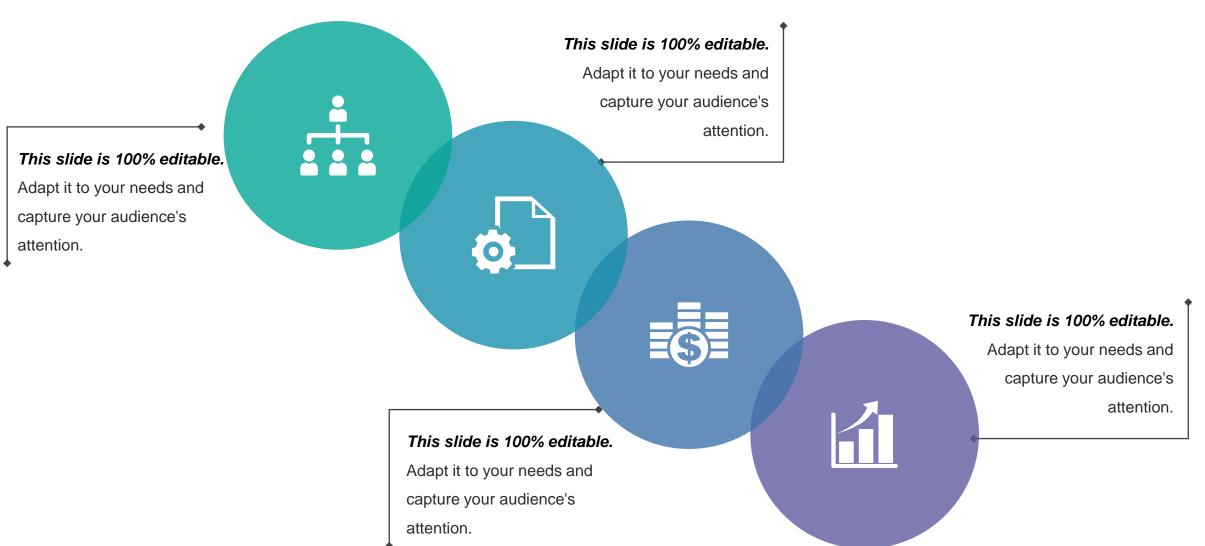
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Venn





Magnifying Glass



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Bulb & Idea



1 Product

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Product 2

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3 Product

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Product 4

Thank You





Address:

street number, city, state



Contact Numbers:

0123456789



Email Address:

emailaddress@123.com