**Competitive Analysis Template**

This document provides a template to conduct a competitive analysis.

A competitive analysis is a process of identifying your competitors and evaluating their strategies to determine their strengths and weaknesses relative to those of your own product or service.

Use the table below to fill in information about each competitor.

|  | Competitor A | Competitor B | Competitor C | Competitor D |
| --- | --- | --- | --- | --- |
| Product/Service Offering |  |  |  |  |
| Target Market |  |  |  |  |
| Pricing |  |  |  |  |
| USPs (Unique Selling Propositions) |  |  |  |  |
| Geographic Reach |  |  |  |  |
| Marketing Strategy |  |  |  |  |

Here are some additional tips for conducting a competitive analysis:

* Identify your main competitors.
* Gather information about each competitor.
* Analyze each competitor's strengths and weaknesses.
* Compare your product or service to those of your competitors.
* Use your findings to identify opportunities and threats.

This template can be adapted to fit the specific needs of your business.