

Competitive Audit | *Powerstep vs Superfeet*

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Objective

- This audit will cover our **top selling products and Powerstep brand on Amazon**, along with our direct competitor, **Superfeet**.
- In particular, we will look at the **market, finances, reach, product content, images, paid strategy, organic searchability**.
- Identify **strengths, weaknesses, opportunities, and threats** as the main objective of the analysis.