

Competitive Analysis Worksheet for Giggles

Factor	Me	OLX	Offline Toy Shops	Online Toy Shops	Unavailability of Toys	Importance to Customer
Idea/Concept	5	4	3	4	-	5
Team	4	4	3	4	-	5
Global Problems	5	3	2	3	-	5
Positive Impact	5	4	2	4	-	5
Market Size/Opportunity	5	4	5	5	-	5
Sustainability	5	3	2	4	-	5
Innovative Solution	5	4	2	4	-	5
Customer Need/Satisfaction	5	4	3	4	-	5
Price	5	4	3	4	-	5
Variety/Selection	3	4	4	5	-	4
Convenience	2	3	5	5	-	5
Quality	4	3	4	5	-	5
Brand/Reputation	4	2	4	4	-	4
Customer Service	3	3	5	5	-	5
Product Information/Reviews	2	3	3	5	-	4