

# Competitive analysis

Templates



Photo by [Seth kane](#) on Unsplash

# Market approach and strategy

*<add competitor's logo here>*

*<add competitor's logo here>*

*<add your logo here>*

|  | Competitor 1  | Competitor 2  | Your company   |
|--|---|---|--|
| <b>Target market</b>                     | <Give the highlights of your competitor's primary target market, including location / geography>  | <Give the highlights of your competitor's primary target market, including location / geography>  | <State your primary target and geography>  |
| <b>Strategic direction</b>               | <Spell out your competitor's strategic direction. What are their investments and where are they headed?>  | <Spell out your competitor's strategic direction. What are their investments and where are they headed?>  | <Briefly spell out your strategic direction here>  |
| <b>Strengths &amp; core competencies</b> | <List your competitor's key strengths and core competencies>  | <List your competitor's key strengths and core competencies>  | <State your strengths and core competencies>   |
| <b>Weaknesses &amp; gaps</b>             | <List your competitor's key weaknesses and gaps>  | <List your competitor's key weaknesses and gaps>  | <State your weaknesses and gaps>   |
| <b>Go-to-market approach</b>             | <State how your competitor sell its products – online, via channels, via direct sales, etc., plus anything else unique about their go-to-market approach> | <State how your competitor sell its products – online, via channels, via direct sales, etc., plus anything else unique about their go-to-market approach> | <State how you sell your products, and anything unique about your go-to-market approach> |
| <b>Pricing</b>                           | <Briefly list your competitor's pricing>  | <Briefly list your competitor's pricing>  | <Briefly list your pricing>  |

# Product comparison

|          |             | <i>&lt;add competitor's logo here&gt;</i> | <i>&lt;add competitor's logo here&gt;</i> | <i>&lt;add your logo here&gt;</i> |
|----------|-------------|---|---|-----------------------------------|
|          | Area        | Competitor 1                              | Competitor 2                              | Your product                      |
| Features | <Feature 1> | +++                                       | ++  | ++                                |
|          | <Feature 2> | +++                                       | +++                                       | ++                                |
|          | <Feature 3> | +   | -   | -                                 |
|          | <Feature 4> | +++                                       | ++  | +++                               |
|          | <Feature 5> | +++                                       | +++                                       | ++                                |
|          | <Feature 6> | +++                                       | -   | +                                 |

## Competitive positioning matrix

