

Specific

**S**



Measurable

**M**



Achievable

**A**



Relevant

**R**



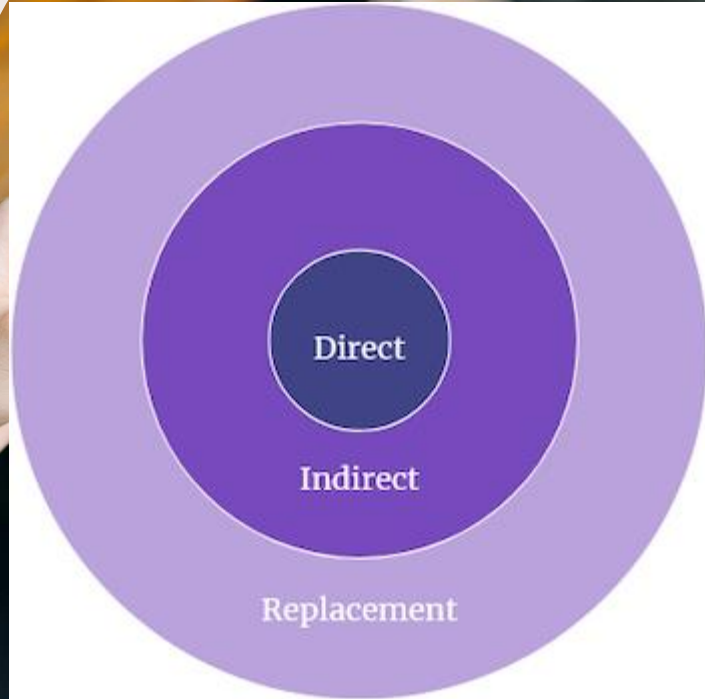
Timed

**T**



THE COMPETITION

# COMPETITIVE ANALYSIS



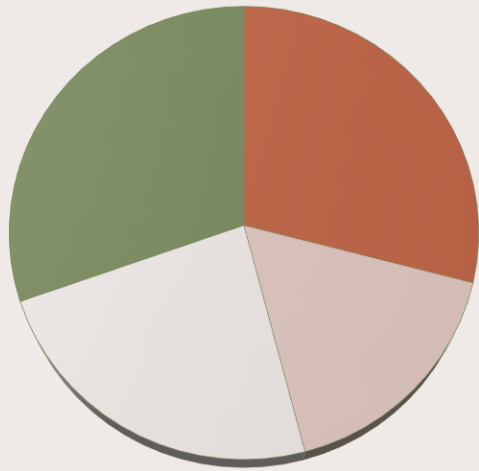
## Our product

- Our product is priced below that of other companies on the market
- Simple and easy to use, compared to the complex equipment of the competitors

## Competitive research

- Company A  
Product is more expensive
- Companies B & C  
Product is expensive and inconvenient to use

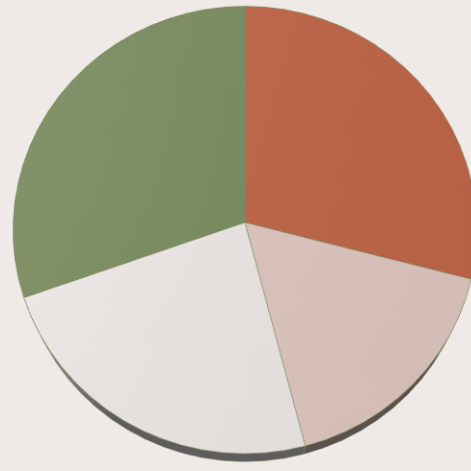
# INDUSTRY OVERVIEW



■ A ■ B ■ C ■ D

**12%**

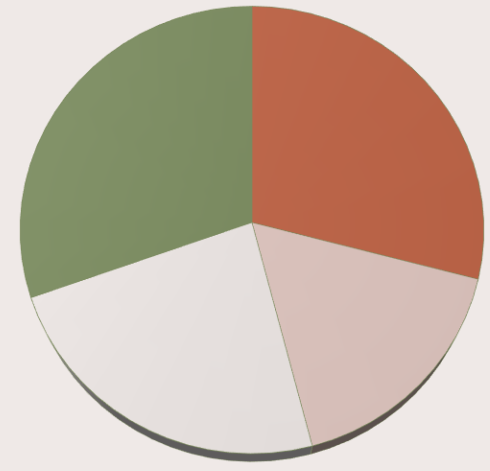
Retail sales



■ Category 1 ■ Category 2 ■ Category 3 ■ Category 4

**31%**

Online sales



**49%**

Market sales

**91%**

Product satisfaction

THANK  
THANK  
THANK  
YOU

**Mirjam Nilsson**

**206-555-0146**

**[mirjam@contoso.com](mailto:mirjam@contoso.com)**

**[www.contoso.com](http://www.contoso.com)**