

competitive analysis

Identify your primary competitors and analyze their strengths and weaknesses in order to effectively position against them.

1

Brainstorm a list of all possible competitors by geographic market, target segment, and product or service, including traditional competitors, niche players, and new entrants. Place a checkmark next to the competitors you are in steep competition with or wish to compete with.

MARKET

SEGMENT

NICHE

2

Review the checked competitors above and list one to five key competitors you will further analyze and develop strategies against.

KEY COMPETITORS

- 1
- 2
- 3
- 4
- 5

competitive analysis continued

3

Profile each key competitor and identify their strengths to be positioned against and weaknesses to be taken advantage of. Complete one worksheet for each competitor (five are provided).

COMPETITOR 1:

MARKETS	SIZE AND MARKET SHARE
PRODUCTS & SERVICES	MARKETING STRATEGIES
STANDING & REPUTATION	PLANS OR STRATEGIES
STRENGTHS	WEAKNESSES

competitive analysis continued

COMPETITOR 2:

MARKETS

SIZE AND
MARKET SHARE

PRODUCTS &
SERVICES

MARKETING
STRATEGIES

STANDING &
REPUTATION

PLANS OR
STRATEGIES

STRENGTHS

WEAKNESSES

competitive analysis continued

COMPETITOR 3:

MARKETS

SIZE AND
MARKET SHARE

PRODUCTS &
SERVICES

MARKETING
STRATEGIES

STANDING &
REPUTATION

PLANS OR
STRATEGIES

STRENGTHS

WEAKNESSES

competitive analysis continued

COMPETITOR 4:

MARKETS

SIZE AND
MARKET SHARE

PRODUCTS &
SERVICES

MARKETING
STRATEGIES

STANDING &
REPUTATION

PLANS OR
STRATEGIES

STRENGTHS

WEAKNESSES

competitive analysis continued

COMPETITOR 5:

MARKETS

SIZE AND
MARKET SHARE

PRODUCTS &
SERVICES

MARKETING
STRATEGIES

STANDING &
REPUTATION

PLANS OR
STRATEGIES

STRENGTHS

WEAKNESSES

competitive analysis final

4

Summarize each competitor including their position, strengths, and weaknesses that you will address in your own strategies and tactics. The summaries can then be copied into your final document.

COMPETITOR
1

COMPETITOR
2

COMPETITOR
3

COMPETITOR
4

COMPETITOR
5



Next Step:
INTERNAL ANALYSIS