

COMPETITIVE ANALYSIS WORKSHEET

	COMPETITOR A	COMPETITOR B	COMPETITOR C	MY BUSINESS
BASIC INFORMATION.				
Name.				
Location.				
Website.				
No.Of Staff.				
Style/Theme/ Mood.				
CUSTOMERS INFORMATION.				
Target Audience Group.	Age: Sex: Style: Occupation: Motivation:	Age: Sex: Style: Occupation: Motivation:	Age: Sex: Style: Occupation: Motivation:	Age: Sex: Style: Occupation: Motivation:
Specific Needs/ Problems.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Purchasing Power.	[] Low-end [] Middle-end [] High-end	[] Low-end [] Middle-end [] High-end	[] Low-end [] Middle-end [] High-end	[] Low-end [] Middle-end [] High-end
PRODUCTS INFORMATION.				
Best selling products.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Best Selling Products Price.	1.\$ 2.\$ 3.\$	1.\$ 2.\$ 3.\$	1.\$ 2.\$ 3.\$	1.\$ 2.\$ 3.\$

	COMPETITOR A	COMPETITOR B	COMPETITOR C	MY BUSINESS
MARKETING & DISTRIBUTION.				
Unique Selling Proposition.				
Distribution Channels.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Marketing Channels.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Paid Advertising Locations.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
BRAND IMAGE.				
Positive Customers Reviews.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Negative Customers Reviews.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
STRENGTHS.				
Cutting edge Features.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Strong / Unique Capabilities.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Others.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.

	COMPETITOR A	COMPETITOR B	COMPETITOR C	MY BUSINESS
WEAKNESSES.				
Areas For Improvement	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Lack Of Capabilities.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Lack Of Resources.	1. 2. 3.	1. 2. 3.	1. 2. 3.	1. 2. 3.
Others.				

MARKET ANALYSIS.			
Growing Areas / Locations.	• 1	• 2	• 3
Top Selling Products.	• 1	• 2	• 3
Underserved Needs.	• 1	• 2	• 3
Underserved Niche.	• 1	• 2	• 3