

COMPETITIVE ANALYSIS WORKSHEET

	COMPETITOR A	COMPETITOR B	COMPETITOR C	MY BUSINESS
BASIC INFORMATION.				
Name.				
Location.				
Website.				
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.
Customers 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.\$
MARKETING & DISTRIBUTION.				

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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.

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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.				