Independent Competitor Analysis

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| --- | --- | --- | --- | --- |
|  | My Company | Competitor 1 | Competitor 2 | Competitor 3 |
| Positioning |  |  |  |  |
| Price point |  |  |  |  |
| Target audience |  |  |  |  |
| Offering |  |  |  |  |
| Key competitive advantage |  |  |  |  |
| Sales channels/where they sell |  |  |  |  |
| Marketing strategy / presence |  |  |  |  |
| Sales and support processes |  |  |  |  |
| Delivery / Shipping |  |  |  |  |
| # of products |  |  |  |  |
| Strengths |  |  |  |  |
| Weaknesses |  |  |  |  |
| Opportunities |  |  |  |  |
| Threats |  |  |  |  |