



Analyze your top 3 competitors and compare their features to your own. Are they higher, lower, or the same in pricing? Are they better, worse, or the same in service? Good data can be gathered by shopping them in person or conducting online research. Better data is through the eyes of your target customers and can be gathered through interviews, social media listening, and online reviews. Then measure how you stack up to the overall competition.

COMPETITIVE ANALYSIS

	COMPETITOR #1		COMPETITOR #2		COMPETITOR #3		YOUR COMPANY	
PRICE	↑	COMMENTS:	↑	COMMENTS:	↑	COMMENTS:	↑	COMMENTS:
	↓		↓		↓		↓	
	=		=		=		=	
SERVICE	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:
	-		-		-		-	
	=		=		=		=	
PRODUCTS	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:
	-		-		-		-	
	=		=		=		=	
QUALITY	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:
	-		-		-		-	
	=		=		=		=	
REPUTATION	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:
	-		-		-		-	
	=		=		=		=	
SALES EFFORTS	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:
	-		-		-		-	
	=		=		=		=	
MARKETING	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:	+	COMMENTS:
	-		-		-		-	
	=		=		=		=	