|  |  |  |  |
| --- | --- | --- | --- |
|  | **COMPETITOR 1** | **COMPETITOR 2** | **COMPETITOR 3** |
| **SUMMARY**  describe what you already know about your competitors |  |  |  |
| Now do the research to add more detail to the following attributes. | | | |
| **TARGET CUSTOMERS** |  |  |  |
| **PRODUCT  OR SERVICE PRICING** |  |  |  |
| **GENERAL MARKETING STRATEGY** |  |  |  |
| **ONLINE MARKETING STRATEGY** |  |  |  |
| **STRENGTHS** |  |  |  |
| **WEAKNESSES** |  |  |  |
| **COMPETITIVE ADVANTAGE** |  |  |  |

**SMALL BUSINESS COMPETITIVE ANALYSIS**