|  |  |  |
| --- | --- | --- |
| **[YOUR COMPANY]** | **[COMPETITOR #1]** | **[COMPETITOR #2]** |
| OVERVIEW: The program includes…High-level look at each competitor or competitor’s product. Include your own company as well, so you can compare and contrast. | OVERVIEW:  | OVERVIEW:  |
| Additional value:Beyond the basic overview, what value to they provide to a potential customer? | Additional value:  | Additional value: |
| Details: Get a little deeper into the details of each product or service.

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 | Details: | Details: |
| Cost: Cost is always an important comparison but should never be looked at alone. By understand the value and details of the product, you can better compare cost. | Cost:  | Cost:  |

**COMPETITIVE ANALYSIS**