Competitive Analysis

| FACTOR | Business | Strength | Weakness | Competitor  | Competitor  | Competitor  | Importance to Customer |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Products |  |  |  |  |  |  |  |
| Price |  |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |  |
| Selection |  |  |  |  |  |  |  |
| Service |  |  |  |  |  |  |  |
| Reliability |  |  |  |  |  |  |  |
| Stability |  |  |  |  |  |  |  |
| Expertise |  |  |  |  |  |  |  |
| Company Reputation |  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |  |
| Sales Method |  |  |  |  |  |  |  |
| Credit Policies |  |  |  |  |  |  |  |
| Advertising |  |  |  |  |  |  |  |
| Image |  |  |  |  |  |  |  |