**COMPETITIVE ANALYSIS LANDSCAPE**

Complete the template for your company, then complete the template for each competitor. After you complete this form, you may find out that your competitors are not who you think they are.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| WHY CONDUCT  THIS ANALYSIS? | | Write down the question you are trying to answer or the goal of this analysis. | | | |
|  | | | |
|  | | **YOUR COMPANY** | **COMPETITOR 1** | **COMPETITOR 2** | **COMPETITOR 3** |
| PROFILE | **OVERVIEW** |  |  |  |  |
| **COMPETITIVE ADVANTAGE** What value  do you offer customers? |  |  |  |  |
| MARKETING PROFILE | **TARGET  MARKET** |  |  |  |  |
| **MARKETING STRATEGIES** |  |  |  |  |
| PRODUCT PROFILE | **PRODUCTS & SERVICES** |  |  |  |  |
| **PRICING & COSTS** |  |  |  |  |
| **DISTRIBUTION CHANNELS** |  |  |  |  |
| SWOT ANALYSIS | **Do this for your company and for your competitors. Your strengths should support your opportunities and contribute to what you define as your competitive advantage.** | | | | |
| **STRENGTHS** |  |  |  |  |
| **WEAKNESSES** |  |  |  |  |
| **OPPORTUNITIES** |  |  |  |  |
| **THREATS** |  |  |  |  |

|  |
| --- |
|  |