**SMAL BUSINESS COMPETITIVE ANALYSIS**

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|  | 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 |  |  |  |

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