|  |  |  |
| --- | --- | --- |
| **[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.   |  |  | | --- | --- | |  |  | | 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**