# COMPETITIVE ANALYSIS

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CATEGORY** | **OUR COMPANY** | **COMPANY 1** | **COMPANY 2** | **COMPANY 3** | **COMPANY 4** |
| Company name |  |  |  |  |  |
| Location |  |  |  |  |  |
| Target customer |  |  |  |  |  |
| Revenue |  |  |  |  |  |
| Founded |  |  |  |  |  |
| Strengths |  |  |  |  |  |
| Weaknesses |  |  |  |  |  |
| Brand personality |  |  |  |  |  |
| Mission |  |  |  |  |  |
| Services |  |  |  |  |  |
| Employees |  |  |  |  |  |
| Product |  |  |  |  |  |
| Marketing |  |  |  |  |  |