

Competitor Analysis Form

Name:

Date: _____

Products/Services		Competitor's main weaknesses		Competitor's main strengths (advantages)		How do the competitors gain this advantage?	
Market share %			Market Growth %				
2yrs ago	Current	Explanation	2yrs ago	Current	Explanation		

Some factors that should be considered include: Product features, packaging and quality, Exclusivity, Pricing, Brands & range, Product knowledge and advice, Customer and after sales service, Reliability, Reputation, Management skills, Distribution and Delivery, Location, Availability, Payment options, Parking, Trading hours, Accessories.