Competitor Analysis Template

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| **Describe the exact issue you are analysing:** |
| **Who are the key competitors in this issue?** |
| **Who is carrying out this analysis and what is their area of expertise?** |

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| **Describe your competitor’s product or service?** |
| **What are the similarities to your product?** |
| **What are the differences?** |
| **What characteristics of your product are superior or represent a uniqueness over and above the characteristics of the competitors**  **product or service?** |
| **What strengths or weaknesses does the product or service have?** |
| **How could you use their weaknesses?** |
| **How well does your competition target their market?** |
| **How do they target their market?** |

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| **What is the pricing approach, plan or strategy of your competitors? Is there sale in bulk, free offers, trial samples, etc.? When do they do**  **discounts?** |
| **How does the competitor’s price compare to your own?** |
| **Do you know what the gross margin for similar products is?** |
| **Does the competitor offer special terms or rates, sales or promotions? Do they reward customer loyalty?** |

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| **How dense is the market your business is in?** |
| **How is the competition on the market in terms of existing or potential threats from current companies that are providing similar products**  **or services?** |
| **Is it easy or hard for new businesses to come into this market? Why?** |
| **Describe the main characteristics of potential, new or existing competitors.** |
| **What are the strengths and weaknesses of each key characteristic? (Are they easily copied?)** |
| **Will e-commerce businesses or internet presences affect the market?** |
| **What exact threats do new competitors pose to your business?** |

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| **How do people in your market advertise?** |
| **What are the strengths and weaknesses of each method or channel used?** |
| **Will e-advertising (advertising on the internet) affect the business?** |

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| **What are the strengths and weaknesses of your competitor’s management?**  **How does the level of expertise between you and your competitors match up?** |
| **How can the current suppliers affect your competitors?** |
| **How can the buyers or suppliers affect the competition?** |
| **Do buyers or suppliers exercise a certain power in the market – such as Single Sources, etc.** |
| **What approaches are in place when problems with the customer arise?** |

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| **How appealing is your location or contact point to the customer?** |
| **How well does your product or service appear to the customer?** |
| **How difficult is it for customers to access your product or service?** |
| **What emphasis do the competitors place on proximity to the customer?** |
| **What are the general strengths and weaknesses of Place or Physical evidence?** |

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| **Are all competitors making a profit?** |
| **What are the sales and market shares volumes?** |
| **Is there legislation or government funding for new developments or supports available?** |
| **How great is the perceived financial risk on this market?** |
| **What are the opportunities and what are the threats, financially?** |