

**Competitive Analysis - Worksheet**

By: **Celine Roque**. Reference: **Source Tutorial**.

Start by listing at least three of your main competitors. These are the businesses or people who provide a similar product or service to yours.

Write a brief overview of the competitor’s business and why you think they’re a competitor. Now analyze each

part of their business. Refer to the source tutorial on Envato Tuts+ for details.

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|  | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| **Overview** |  |  |  |
| **Target Customers** |  |  |  |

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|  | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| **Pricing of Products and Services** |  |  |  |
| **Marketing Strategy (Online)** |  |  |  |
| **Marketing Strategy (Offline)** |  |  |  |
| **Competitive Advantage** |  |  |  |
| **Strengths** |  |  |  |
| **Weaknesses** |  |  |  |



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