**ANALYSIS OF COMPETITION**

This sheet will help you define your competitors.

Competitors are businesses that make products or perform services similar to yours. They may make products or perform services that can be replaced by yours, and they make products or perform services that are comparable yours.

Complete the following table about your competitors. You may need to create extra tables to have room for all your major competitor

|  |  |  |
| --- | --- | --- |
|  | COMPETITOR A | COMPETITOR B  |
| LOCATIONWhere are your competitors located? |  |  |
| SALESWhat are your competitor’s annual sales? |  |  |
| BOARDWho are the senior managers and board members? |  |  |
| OWNERSHIPIs the company owned or in partnership with any other company? |  |  |
| STRENGTHSWhat are the competitor’s strengths? |  |  |
| WEAKNESSESWhat are their weaknesses? |  |  |
| PRODUCTWhat is the company’s product line? |  |  |
| COMPARISONHow do the products compare to your? In functionality, appearance and any other criteria? |  |  |
| PRICEWhat is their price structure? |  |  |
| MARKETINGWhat are the company’s marketing activities? |  |  |
| SUPPLIERSWhat are the company’s supply sources for products? |  |  |
| SALES LITERATUREWhat are the strengths and weaknesses of their sales literature? |  |  |
| STATUS OF COMPANYIs the company expanding or cutting back? |  |  |