**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 |
| LOCATION  Where are your competitors located? |  |  |
| SALES  What are your competitor’s annual sales? |  |  |
| BOARD  Who are the senior managers and board members? |  |  |
| OWNERSHIP  Is the company owned or in partnership with any other company? |  |  |
| STRENGTHS  What are the competitor’s strengths? |  |  |
| WEAKNESSES  What are their weaknesses? |  |  |
| PRODUCT  What is the company’s product line? |  |  |
| COMPARISON  How do the products compare to your? In functionality, appearance and any other criteria? |  |  |
| PRICE What is their price structure? |  |  |
| MARKETING  What are the company’s marketing activities? |  |  |
| SUPPLIERS  What are the company’s supply sources for products? |  |  |
| SALES LITERATURE  What are the strengths and weaknesses of their sales literature? |  |  |
| STATUS OF COMPANY  Is the company expanding or cutting back? |  |  |