

Competitor Analysis Template

	My Company	The Print Bar	Competitor 2	Competitor 3
Key activities	Custom designed t shirts sustainable fashion buy one, donate one	online design your own t shirts, digital prints or screen print		
Target audience	ethically minded gen-y / millenials with disposable income, australia-wide	businesses / bulk orders, brisbane based		
Price point	\$40 per shirt including shipping within Australia	bulk buy discounting, varies from shirt / product type - under \$40		
Sales channels/where they sell	Online store, local markets (not customised)	online website only		
Strengths	Niche with give-back element, sustainability and quality of tshirts	Online design platform easy to use, large range		
Weaknesses	Turn around time on products, smaller range	postage costs quite high		
Opportunities	Partnership ops with give back partner	can cater to larger orders, increased buying power		
Threats	Competition much lower price points and higher range	increased competition, pricing pressure from national companies		
Other notable features	collaborations with local schools etc for fundraising initiatives	Good customer experience / quick response time on queries, chat bot on online store		
Strategic advantage / value proposition	clothing your community	quality, personalised goods for everybody		

