



Competitor Analysis Template

| | My Company | Competitor 1 | Competitor 2 | Competitor 3 |
|--------------------------------|------------|--------------|--------------|--------------|
| Positioning | | | | |
| Price point | | | | |
| Target audience | | | | |
| Offering | | | | |
| Key competitive advantage | | | | |
| Sales channels/where they sell | | | | |
| Marketing strategy / presence | | | | |
| Sales and support processes | | | | |
| Delivery / Shipping | | | | |
| # of products | | | | |
| Strengths | | | | |
| Weaknesses | | | | |
| Opportunities | | | | |
| Threats | | | | |

