

Competitor no. 3: _____

- What is their service/product?

- When were they founded?

- Who is the owner/founder?

- Where is that business located? Do they have a physical store or do they operate online only?

- Define their target audience.

- What similarities do they share with your business?

- What differentiates you from them?

Competitor no. 3: _____

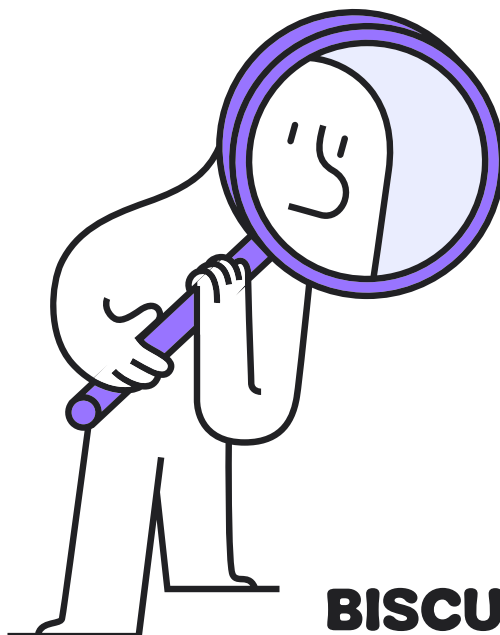
- How do they price their product/service?

- What marketing channels are they using?

(Add links: website, Facebook, Instagram, Tik Tok, LinkedIn, etc.)

- What do their customer reviews look like?

(Add different quotes, for example: "Has little to no customer support"/
"The selection is small but super well chosen"/ "Friendly staff")



Competitive analysis

Sort out your competitor's characteristics and analyse your opportunities to get ahead.

Your competitor's name				
Important factors				
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Competitive analysis Example

Your competitor's name Important factors	Your business	Competitor #1	Competitor #2	Competitor #3
Pricing	□ □ □ □ □	□ □ □ □ □	□ □ □ □ □	□ □ □ □ □
Location	□ □ □ □ □	□ □ □ □ □	□ □ □ □ □	□ □ □ □ □
Technology	□ □ □ □ □	□ □ □ □ □	□ □ □ □ □	□ □ □ □ □
Brand awareness	□ □ □ □ □	□ □ □ □ □	□ □ □ □ □	□ □ □ □ □
Digital solutions	□ □ □ □ □	□ □ □ □ □	□ □ □ □ □	□ □ □ □ □