

COMPETITOR ANALYSIS WORKSHEET

This worksheet will help you define your competitors. Competitors are companies that make products or perform services similar to yours (e.g., you deliver complete dinners, and so do they), make products or perform services that can be substituted for yours (e.g., delivery of pizza or Chinese food), and make products or perform services that are analogous to yours (e.g., ready-made deli carry out from supermarkets). Fill in the following table about your competitors. You may need to create additional tables to have enough room for all your major competitors.

COMPETITOR ANALYSIS

Where is your competitor located?				
What are you competitor's annual sales?				
Who are the major managers and members of the board?				
Is the company owned or in partnership with any other corporations?				
What are the competitor's strengths?				
What are their weaknesses (be realistic)?				
What is the company's product line?				
How do the products compare to yours, in terms of functionality, appearance, and any other applicable criteria?				
What is their price structure?				
What are the company's marketing activities?				
What are the company's sources of supply for products?				
What are the strengths and weaknesses of their sales literature (you must gather this)?				
Is the company expanding or cutting back?				