



Competitor Analysis Worksheet

After completing your SWOT analysis it is a good idea to include how your competition stacks up. This worksheet will allow you to complete and view what competitors are doing in your market.

Competitor Name: _____

Location and Geography Covered: _____

Years In Business: _____ Estimated Market Share: _____

Business Growth ___Steady ___Declining ___Growing

Characteristics, Features How they Operate How do they Advertise Promotional Strategies Differences with you Customer Service Distribution Methods	Strengths	Weaknesses

See the back page for Ideas for Gathering Information

Marketing Plan – Competition Analysis

Ideas for Gathering Competitive Information

- Internet: The Internet is a powerful tool for finding information on a variety of topics.
- Personal visits: If possible, visit your competitors' locations. Observe how employees interact with customers. What do their premises look like? How are their products displayed and priced?
- Talk to customers: Your sales staff is in regular contact with customers and prospects, as is your competition. Learn what your customers and prospects are saying about your competitors.
- Competitors' ads: Analyze competitors' ads to learn about their target audience, market position, product features, benefits, prices, etc.
- Speeches or presentations: Attend speeches or presentations made by representatives of your competitors.
- Trade show displays: View your competitor's display from a potential customer's point of view. What does their display say about the company? Observing which specific trade shows or industry events competitors attend provides information on their marketing strategy and target market.
- Written sources: Use general business publications, marketing and advertising publications, local newspapers and business journals, industry and trade association publications, industry research and surveys, and computer databases (available at many public libraries).