

2009



SBMS:
Experienced
Business
Mentors

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[SWOT & Competitor Analysis]

Used to establish a business's Strengths, Weaknesses, Opportunities and Threats.

COMPETITOR ANALYSIS LIST

- Who are the competitive products, or businesses? How do you compare to your competitors on pricing, product, promotion and distribution?
- Tabulate a list that shows their strengths and weaknesses, and list what you can do to take advantage of them, that will give you a competitive edge over them.

Name of Competitor		
WHAT ARE THEIR STRENGTHS?	WHAT ARE THEIR WEAKNESSES?	WHAT ACTION CAN WE TAKE?
.....
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.....

SWOT ANALYSIS

OUR STRENGTHS	WHAT ACTION CAN WE TAKE?
<div></div>	<div></div>
OUR WEAKNESSES	WHAT ACTION CAN WE TAKE?
<div></div>	<div></div>
MARKET OPPORTUNITIES	WHAT ACTION CAN WE TAKE?
<div></div>	<div></div>
EXTERNAL THREATS	WHAT ACTION CAN WE TAKE?
<div></div>	<div></div>