

Competitive Analysis Worksheet

On this worksheet, you will identify and research your competitors to assess your direct and indirect competitors' strengths and weaknesses to compare to your own.

Factor	Me	Competitor 1	Competitor 2	Importance Rate
Products	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Price	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Quality	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Selection	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Service	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Reliability	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Stability	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Expertise	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Reputation	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Location	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Appearance	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Sale Method	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Credit Policy	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Advertising	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
Images	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
_____	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
_____	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
_____	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5
_____	Strong / Weak	Strong / Weak	Strong / Weak	1 2 3 4 5

Describe how you can develop a competitive advantage over your competition using the information you discovered when you did your research and analysis.