

COMPETITOR ANALYSIS WORKSHEET

This work sheet will help you define your competitors. Competitors are companies that make products or perform services similar to yours, make products or perform services that can be substituted for yours, and make products or perform services that are analogous to yours. 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 A	Competitor B	Competitor C
Where are your competitors located?			
What are your 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?			
What is the company's product line?			
How do the products compare to yours, in terms of functionality, appearance and any other criteria?			
What is their price structure?			
What are the company's marketing activities?			
What are the company's supply sources for products?			
What are the strengths and weaknesses of their sales literature?			
Is the company expanding or cutting back?			

The **SWOT Analysis** (www.aucklandchamber.co.nz/media/136919/swot-analysis.pdf) can also be used as an analysis.

If you have any questions, please call 0800 CHAMBER (0800 242 623).

DATE: JUNE 2015

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