

Competitor analysis

A brief comparison of your company against one competitor of interest.



Product offering

	Competitor	Your company	Commentary
Product overview			
Positioning*			
Pricing			
Feature comparison			
Feature 1			
Feature 2			
Feature 3			

**Positioning defines where your product (item or service) stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.*

Competitor comparison

	Competitor	Your company	Notes links
Web-site			
Approximate web-site traffic			
Blog/Content			
Social presence			
SEO			
Online advertising			
Offline advertising			
Videos and webinars			
Major events			
Customer resources			
Press releases and mentions			

SWOT

This chart shows the Strengths, Weaknesses, Opportunities, and Threats your company has relative to the rest of the market.

Strengths	Opportunities
<ul style="list-style-type: none">- <i>something that separates you from your competitors</i>- <i>something your company is expert in</i>	<ul style="list-style-type: none">- <i>a gap in the market you can fill</i>- <i>a conference where you can showcase your value</i>
Weaknesses	Threats
<ul style="list-style-type: none">- <i>advantages your competitors have</i>- <i>a resource/quality you lack</i>	<ul style="list-style-type: none">- <i>competitors with a larger clientele</i>- <i>bad press related to your market</i>