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**

Products

Price

Quality

Selection

Service

Reliability

Stability

Expertise

Reputation

Location

Appearance

Sale Method

Credit Policy

Advertising

Images

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**Me**

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

**Competitor 1**

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

**Competitor 2**

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

Strong / Weak

**Importance Rate**

1 2 3 4 5

1 2 3 4 5

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