

# Competitor marketing analysis worksheet

It's difficult to be successful in business if you don't have a good understanding of your competitors. An important part of the marketing plan therefore is to identify and evaluate your competition. Identify three of your key competitors and outline the differences and similarities. The template below can help.

What are they doing successfully that you are not? Where are the gaps in your business? How do your products and services differ? Compare activities like acquisition, retention, pricing, distribution, compliance, marketing and promotional methods.

	Our business	Competitor X	Competitor Y	Competitor Z
Target market				
Product/service summary				
Distribution				
Pricing strategy				
Key marketing areas				
Strengths				

## Competitor marketing analysis worksheet (continued)

	Our business	Competitor X	Competitor Y	Competitor Z
Weaknesses				
Similarities				
Differences				
Strategic focus				
Reputation				
Market outlook				



