**Competitor analysis template**

**Competitor details**

How do you rate against your competitors? How can you improve your offer? List at least 3 competitors in the table below by market.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Competitor 1**  Add competitor name | **Competitor 2**  Add competitor name | **Competitor 3**  Add competitor name | **My competitive advantage** |
| **Size** |  |  |  |  |
| **Growth** |  |  |  |  |
| **Market share** |  |  |  |  |
| **Ownership and leadership**  *e.g. Are they owned by a multi-national?* |  |  |  |  |
| **Product**  *include key features* |  |  |  |  |
| **Price** |  |  |  |  |
| **Place**  *How do they distribute their product? Where do customers buy products like yours?* |  |  |  |  |
| **Promotion**  *How do they promote their products?* |  |  |  |  |