**Competitor Analysis Template**

Carry out a competitor analysis for your top market segments. First list the most important criteria customers use in choosing between your business and other competitors (fill in the Critical Success Factors list in the top right hand box). Then rate your business against your competitors across each critical success factor (CSF). For some competitor comparisons you will be looking at other businesses nationwide against which you are competing, for other segments, your competitors may be more local.

**Competitor Analysis No. 1**

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| **Customer Segment:**  Note: the CSFs will vary depending on the segment you are reviewing | | **Critical Success Factors (CSF):**  What are the few key things from the customer’s point of view that any competitor has to do right to succeed?  1.  2.  3.  4.  5. | | | | |
| **Strengths/Weaknesses Analysis**  Compare yourself and each of your competitors across the critical success factors. | | | | | | |
| **Critical Success**  **Factors** | My  Business | | Competitor  A | Competitor  B | Competitor  C | Competitor  D |
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**My competitive advantage versus the competition in this segment:**

**Competitor Analysis No. 2**

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| **Customer Segment:**  Note: the CSFs will vary depending on the segment you are reviewing | | **Critical Success Factors (CSF):**  What are the few key things from the customer’s point of view that any competitor has to do right to succeed?  1.  2.  3.  4.  5. | | | | |
| **Strengths/Weaknesses Analysis**  Compare yourself and each of your competitors across the critical success factors. | | | | | | |
| **Critical Success**  **Factors** | My  Business | | Competitor  A | Competitor  B | Competitor  C | Competitor  D |
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**My competitive advantage versus the competition in this segment:**

**Competitor Analysis No. 3**

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| **Customer Segment:**  Note: the CSFs will vary depending on the segment you are reviewing | | **Critical Success Factors (CSF):**  What are the few key things from the customer’s point of view that any competitor has to do right to succeed?  1.  2.  3.  4.  5. | | | | |
| **Strengths/Weaknesses Analysis**  Compare yourself and each of your competitors across the critical success factors. | | | | | | |
| **Critical Success**  **Factors** | My  Business | | Competitor  A | Competitor  B | Competitor  C | Competitor  D |
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**My competitive advantage versus the competition in this segment:**

**Competitor Analysis No. 4**

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| **Customer Segment:**  Note: the CSFs will vary depending on the segment you are reviewing | | **Critical Success Factors (CSF):**  What are the few key things from the customer’s point of view that any competitor has to do right to succeed?  1.  2.  3.  4.  5. | | | | |
| **Strengths/Weaknesses Analysis**  Compare yourself and each of your competitors across the critical success factors. | | | | | | |
| **Critical Success**  **Factors** | My  Business | | Competitor  A | Competitor  B | Competitor  C | Competitor  D |
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**My competitive advantage versus the competition in this segment:**

Note: you will use the results from your competitive analysis to help ‘position’ your product so that it is differentiated from your competitors. When you know what customers value, you can emphasise how you meet your customers’ needs.