



Client Heartbeat

## **Competitor Analysis Template**

	[YOUR COMPANY]	[COMPETITOR #1]	COMPETITOR #2]	[COMPETITOR #3]
Overview & profile				
Competitive Advantage				

<b>Target Market</b>				
<b>Market Share</b>				
<b>Marketing Strategies</b>				

<b>Products &amp; Services</b>				
<b>Pricing &amp; Costs</b>				
<b>Distribution Channels</b>				

<b>Strengths</b>				
<b>Weaknesses</b>				
<b>Opportunities</b>				
<b>Threats</b>				

### **Task 1: Competitor Profile**

Complete your competitor profile and a profile for your three most important competitors – use the [recommended sources](#) to find the data and try and get as much info as possible.

### **Task 2: Competitive Advantage**

Think about what makes your company different than your competitors. Next, do the same thing for your three competitors. If you're struggling, pick up the phone and give your competitors a call – **just ask them!**  
Go one step further and actually talk to their customers.

### **Task 3: Target Market**

Identify who your target market is (if you don't already know) and then do some research on your competitors to see who their target market is. A good place to start would be their website and looking at their advertising campaigns.

### **Task 4: Market Share**

Complete a market share analysis.

### **Task 5: Marketing Strategies**

Write down your current marketing strategies and any you have in the pipeline. Now get moving and see what your

competitors are doing – *give them a call*, do some research on their site – do whatever you can to become more familiar with their strategies.

### **Task 6: Product/Service Profile**

Complete the product/service mix– rate your company then your competitors on a consistent scale of 1-10.

### **Task 7: Pricing and Costs**

Answer all these questions about your company and your competitors. Pricing is an observable source so you should be able to get most of the answers by looking at your competitors offerings.

### **Task 8: Distribution Channels**

Look at your company's and your competitor's distribution channels – how many channels and intermediaries are being used? Do they spend more time **in front of the clients?**

### **Task 9: SWOT Analysis**

Complete a SWOT analysis for your company and your competitors.