**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?*  |   |   |   |   |