



# Competitive Analysis Template

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**Title:** Competitive Analysis for [Your Company/Project Name]

## Introduction:

- **Purpose:** Briefly describe the purpose of the competitive analysis and how it will be used to inform your business strategy.
- **Scope:** Outline the scope of the analysis, including the specific competitors and market segment being examined.

## 1. Industry Overview

- **Market Size and Growth:** Provide an overview of the market size, growth trends, and key drivers in the industry.
- **Market Trends:** Highlight any significant trends affecting the industry, such as technological advancements, regulatory changes, or consumer behavior shifts.

## 2. Competitor Identification

- **List of Competitors:** Identify the main competitors in your market. Include both direct competitors (those offering similar products/services) and indirect competitors (those addressing the same customer needs with different solutions).
  - Competitor 1: [Name]
  - Competitor 2: [Name]
  - Competitor 3: [Name]
  - Competitor 4: [Name]
  - Competitor 5: [Name]



**3. Competitor Profiles** For each competitor, provide a detailed profile including the following sections:

**Competitor 1: [Name]**

- **Overview:** Brief description of the company, including its history, mission, and vision.
- **Products/Services:** List of main products or services offered.
- **Market Position:** Current market position and share.
- **Target Audience:** Description of the primary customer segments targeted by the competitor.
- **Unique Selling Proposition (USP):** Key differentiators and competitive advantages.
- **Pricing Strategy:** Overview of pricing models and strategies.
- **Distribution Channels:** Main distribution and sales channels used.
- **Marketing Strategy:** Summary of key marketing and promotional tactics.
- **Strengths:** List of main strengths.
- **Weaknesses:** List of main weaknesses.

Repeat the above profile structure for each competitor identified.

**4. SWOT Analysis** Conduct a SWOT analysis for each competitor:

**Competitor 1: [Name]**

- **Strengths:**
  - [Strength 1]
  - [Strength 2]
  - [Strength 3]
- **Weaknesses:**
  - [Weakness 1]
  - [Weakness 2]
  - [Weakness 3]

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- **Opportunities:**
  - [Opportunity 1]
  - [Opportunity 2]
  - [Opportunity 3]
- **Threats:**
  - [Threat 1]
  - [Threat 2]
  - [Threat 3]

Repeat the SWOT analysis for each competitor identified.

## 5. Competitive Positioning

- **Positioning Map:** Create a positioning map to visually compare competitors based on key factors such as price and quality, innovation, or customer service.
- **Gaps and Opportunities:** Identify any gaps in the market that your company can exploit and potential opportunities for differentiation.

## 6. Strategic Implications

- **Key Insights:** Summarize the key insights gained from the competitive analysis.
- **Strategic Recommendations:** Provide actionable recommendations for your company based on the analysis. These could include changes to your product offering, pricing strategy, marketing approach, or other strategic initiatives.

## 7. Conclusion

- **Summary:** Recap the main findings and strategic implications of the competitive analysis.
- **Next Steps:** Outline the next steps your company will take to address the insights and recommendations from the analysis.

**Appendices** Include any additional data, charts, or resources that support the competitive analysis.

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