

Competitor Analysis Template

1. Overview of Competitors

- **Competitor Name:** [Enter Name]
- **Industry/Market:** [Enter Industry/Market]
- **Location:** [Enter Location]
- **Years in Business:** [Enter Years]
- **Products/Services Offered:** [List Major Products/Services]

2. Competitor's Brand Identity

- **Logo:** [Describe or Attach Logo]
- **Color Palette:** [List Main Colors Used]
- **Brand Voice/Tone:** [Describe Brand Voice/Tone]
- **Tagline/Slogan:** [Enter Tagline/Slogan]
- **Website & Social Media Links:**
 - Website: [Enter URL]
 - Facebook: [Enter URL]
 - Instagram: [Enter URL]
 - Twitter: [Enter URL]
 - LinkedIn: [Enter URL]

3. Strengths

- **Unique Selling Points (USPs):** [List Key Strengths]
- **Market Position:** [Describe Position in Market]
- **Customer Loyalty:** [Describe Loyalty Programs/Strategies]

- **Brand Reputation:** [Enter Brand Reputation Insights]

4. Weaknesses

- **Product/Service Gaps:** [Identify Gaps or Weaknesses]
- **Customer Complaints/Negative Feedback:** [List Common Complaints]
- **Brand Inconsistencies:** [Identify Any Inconsistencies in Branding]
- **Operational Challenges:** [Describe Any Operational Weaknesses]

5. Opportunities

- **Market Trends:** [Identify Relevant Trends to Capitalize On]
- **Untapped Markets:** [List Potential Markets Not Yet Explored]
- **Innovations:** [Suggest Potential Innovations or Product Ideas]
- **Strategic Partnerships:** [List Possible Co-Branding or Partnership Opportunities]

6. Threats

- **New Competitors:** [List Emerging Competitors]
- **Market Saturation:** [Describe Saturation in Market]
- **Regulatory Changes:** [List Relevant Legal/Regulatory Threats]
- **Economic Factors:** [Identify Economic Conditions That Could Impact Business]

7. Marketing Strategy Analysis

- **Advertising Channels:** [List Main Advertising Channels Used]
- **Content Strategy:** [Describe Content Themes/Focus]

- **Social Media Engagement:** [Describe Social Media Strategy and Engagement Levels]
- **SEO/Online Presence:** [Evaluate SEO Strength and Online Presence]

8. Customer Analysis

- **Target Audience:** [Describe Competitor's Target Audience]
- **Customer Demographics:** [List Key Demographics]
- **Customer Needs/Expectations:** [Identify Customer Needs Being Met]
- **Customer Reviews/Testimonials:** [Summarize Common Feedback from Customers]

9. Pricing Strategy

- **Pricing Model:** [Describe Pricing Model]
- **Comparison to Own Pricing:** [Compare with Your Own Pricing]
- **Value Proposition:** [Analyze the Perceived Value for the Price]

10. SWOT Summary

- **Strengths:** [Summarize Key Strengths]
- **Weaknesses:** [Summarize Key Weaknesses]
- **Opportunities:** [Summarize Key Opportunities]
- **Threats:** [Summarize Key Threats]

This template guides businesses through a comprehensive analysis of their competitors, helping them identify strengths,

weaknesses, opportunities, and threats to better position their

own brand in the market. **LaAphills**