

Competitive Intelligence Checklist

A competitive intelligence analysis is a crucial step for businesses looking to stay ahead of the competition and make informed decisions. This checklist will guide you through the key steps involved in conducting a comprehensive analysis.

1. Identify Your Key Competitors

- Who are your direct competitors?
- Who are your indirect competitors?
- What are your competitors' strengths and weaknesses?
- How do your competitors position themselves in the market?

2. Set Goals for Your Competitive Analysis

- What do you want to achieve with your competitive analysis?
- Do you want to identify market gaps?
- Do you want to improve your marketing strategy?
- Do you want to assess the competitive landscape?

3. Gather Data on Competitor Marketing Activities, Products, and Pricing

- What marketing channels are your competitors using?
- What is their messaging and branding?
- What are their product offerings and pricing?
- How do they position themselves in the market?
- What are their customer reviews and ratings?

4. Analyze the Data and Identify Opportunities and Threats

- What are your competitors' strengths and weaknesses?

- What market gaps can you identify?
- What threats do your competitors pose to your business?
- What opportunities can you capitalize on?

5. Develop a Competitive Strategy

- Based on your analysis, develop a competitive strategy.
- What actions will you take to address your competitors' strengths and weaknesses?
- How will you capitalize on market opportunities?
- How will you mitigate threats to your business?

By following this checklist, you can conduct a thorough competitive intelligence analysis and gain valuable insights into your competitors and the market.