



Competitor Comparison Template

- To help clarify what makes your brand stand out in the marketplace, here's a **Competitor Comparison Template** you can use to map out the features, benefits, and gaps in competitors' offerings. Use it to see where your brand has a distinct advantage and to highlight those differentiating factors in your brand value proposition.

Com petito r	Core Products /Service s	Targ et Audi ence	Uni que Sell ing Poi nt	Weakne sses/Ga ps	Opport unities to Differe ntiate
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○ **How to Use the Template:**

- **Identify Competitors:** List top competitors in your market.
- **Analyze Their Offerings:** Note their main products/services and identify their target audience.
- **Define Their Unique Selling Points (USPs):** What makes each competitor appealing to their customers?
- **Recognize Weaknesses/Gaps:** Identify any shortcomings that might drive their customers elsewhere.
- **Find Differentiation Opportunities:** Use insights from competitors' gaps to determine how your brand can offer a better solution.

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