

Competitor Analysis Template

Step 1: Identify Your Competitors

Competitor Name: _____

Type of Competitor:

- Direct
- Indirect
- Legacy
- Emerging

Step 2: Analyze Competitor Details

- What They Sell (Product/Service): _____

- Price Range: _____

- Where They Sell (Online/Physical): _____

- How They Advertise (Promotion): _____

Step 3: Competitor Strengths and Weaknesses

- What They Do Well:

1. _____
2. _____
3. _____

- Where They Fall Short:

1. _____
2. _____
3. _____

Step 4: Customer Feedback

- What Customers Like: _____

- What Customers Don't Like: _____

- Common Complaints: _____

Step 5: Marketing Strategy

- Main Marketing Channels Used:

- Website
- Social Media
- Email
- Paid Ads
- Partnerships
- Digital PR

- Notable Campaigns or Content: _____

Step 6: Unique Selling Points (USPs)

- What Makes Them Stand Out: _____

- How Their USPs Compare to Yours: _____

Step 7: Opportunities

- Gaps You Can Fill in the Market: _____

- Ideas to Adapt for Your Business: _____

Step 8: SWOT Analysis

- Strengths: _____
- Weaknesses: _____
- Opportunities: _____
- Threats: _____

Step 9: Key Takeaways

- What You Learned from This Competitor: _____
- Next Steps for Your Business:** _____

Use this template to organize your findings and spot areas where you can improve or stand out.