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YOUR COMPANY NAME

OBJECTIVES

[Describe why an analysis is important and what you hope to find through it.]

1. Point
2. Point
3. Point
4. Point

ANALYSIS QUESTIONS

- What products do competitors offer?
- Are competitors making money?
- ???

		YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
PROFILE	OVERVIEW				
	COMPETITIVE ADVANTAGE What value do you offer customers?				
MARKETING PROFILE	TARGET MARKET				
	MARKETING STRATEGIES				

		YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
PRODUCT PROFILE	PRODUCTS & SERVICES				
	PRICING & COSTS				
	DISTRIBUTION CHANNELS				
SWOT ANALYSIS	STRENGTHS				
	WEAKNESSES				
	OPPORTUNITIES				
	THREATS				

Describe Sources Used for Analysis

- Reports and trends
- Social media
- Consumer awareness
- ?????

Include Screenshot

LANDSCAPE INFLUENCES

Use Porter's Five forces to describe landscape:

- Competitor rivalry
- Threat of new entrants
- Bargaining power of buyers
- Threat of substitute products or services
- Bargaining power of suppliers



THREAT OF ENTRY	THREAT OF SUBSTITUTES	BARGAINING POWER OF BUYERS	BARGAINING POWER OF SUPPLIERS	COMPETITOR RIVALRY

COMPETITOR SEGMENTATION

Using the competitors identified in analysis, we will segment the competitive landscape in terms of [number] attributes:

1. Attribute one
2. Attribute two
3. Attribute three

We chose these determinant attributes for several reasons:

Attribute example

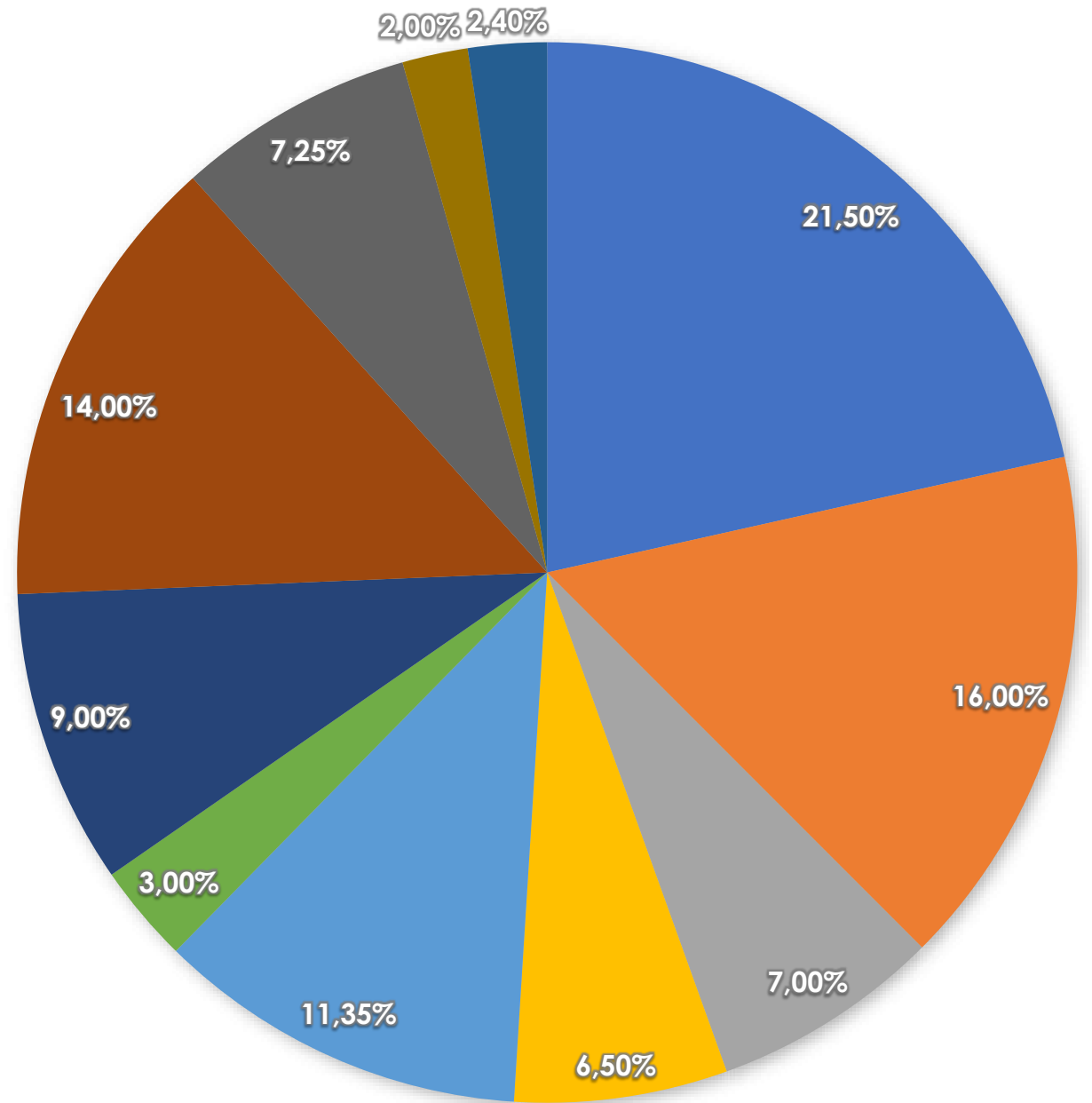
[If not this example, then Reason 1]

[Reason 2]

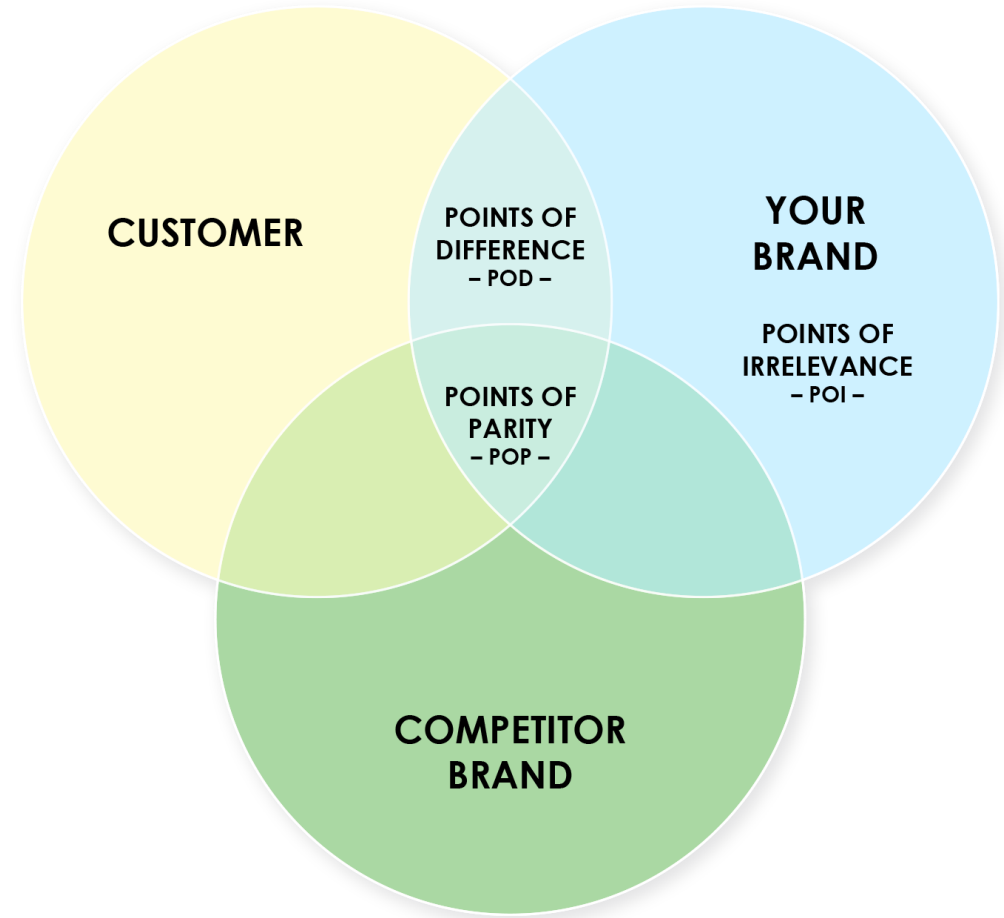
COMPETITOR SEGMENTATION GRAPH

[Use Smartsheet Segmentation Graph Template to construct graph for presentation.]

- SEGMENT 1
- SEGMENT 2
- SEGMENT 3
- SEGMENT 4
- SEGMENT 5
- SEGMENT 6
- SEGMENT 7
- SEGMENT 8
- SEGMENT 9
- SEGMENT 10
- SEGMENT 11
-
-



POINTS OF DIFFERENCE - POD -	POINTS OF PARITY - POP -	POINTS OF IRRELEVANCE - POI -



RECOMMENDATION NAME ONE

1. Detail one
2. Detail two
3. Detail three

RECOMMENDATION NAME TWO

1. Detail one
2. Detail two
3. Detail three

RECOMMENDATION NAME THREE

1. Detail one
2. Detail two
3. Detail three