[Company Name / Logo]

Competitive Analysis

[DD/MM/YYYY]

|  |  |
| --- | --- |
| **Purpose & Objectives:** | |
| *Use this space to explain why a competitive analysis is being conducted. Is it for a specific product or service line? Or is it for the company as a whole?* | |
| **Purpose** | **Objectives** |
| *2-3 sentence description giving some context and describing the purpose of this analysis.* | * [Objective 1] * [Objective 2] * [Objective 3] |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Competitive Analysis** | | | | | |
|  | **Your Company** | **Main Competitors** | | **Secondary Competitors** | |
| Competitor #1 | Competitor #2 | Competitor #3 | Competitor #4 |
| **General Info** | | | | | |
| Company Profile |  |  |  |  |  |
| Product/Service Overview |  |  |  |  |  |
| Online Presence |  |  |  |  |  |
| **Financial** | | | | | |
| Gross Income |  |  |  |  |  |
| Profitability |  |  |  |  |  |
| Key Investors |  |  |  |  |  |
| **Marketing** | | | | | |
| Target Market |  |  |  |  |  |
| Market Share |  |  |  |  |  |
| Pricing |  |  |  |  |  |
| Distribution |  |  |  |  |  |
| Branding |  |  |  |  |  |
| Value Prop. |  |  |  |  |  |
| **SWOT** | | | | | |
| Strengths |  |  |  |  |  |
| Weaknesses |  |  |  |  |  |
| Opportunities |  |  |  |  |  |
| Threats |  |  |  |  |  |

|  |
| --- |
| **Notes:** |
| *Leave this space open for additional notes and thoughts that may arise as a part of the analysis.* |

|  |  |  |  |
| --- | --- | --- | --- |
| **Action Items** | | | |
| *What specific action items arose as a result of this analysis? Write them down in the space below.* | | | |
| **Action Item** | **Associated Department** | **Project Lead** | **Follow-up** |
| [Task Name] | [Department Name] | [Name] | [DD/MM/YYYY] |
| [Task Name] | [Department Name] | [Name] | [DD/MM/YYYY] |
| [Task Name] | [Department Name] | [Name] | [DD/MM/YYYY] |
| [Task Name] | [Department Name] | [Name] | [DD/MM/YYYY] |
| [Task Name] | [Department Name] | [Name] | [DD/MM/YYYY] |

|  |  |
| --- | --- |
| **Participants:** | |
| *Include a list of all of the participants and their respective departments who contributed to this analysis.* | |
| **Analysis Lead(s):** [First Name] [last Name] / Department, [First Name] [last Name] / Department | |
|  | |
| **Other Participants:** | |
| * [First Name] [Last Name] / Department | * [First Name] [Last Name] / Department |
| * [First Name] [Last Name] / Department | * [First Name] [Last Name] / Department |
| * [First Name] [Last Name] / Department | * [First Name] [Last Name] / Department |
| * [First Name] [Last Name] / Department | * [First Name] [Last Name] / Department |
| * [First Name] [Last Name] / Department | * [First Name] [Last Name] / Department |

Finalized Analysis On: [DD/MM/YYYY]

Document Approved On: [DD/MM/YYYY]

Signature/Initials (Analysis Leads) *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature/Initials (Participants) *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_