# Competitor analysis template

## Competitor details

*[How do you rate against your competitors? How can you improve your offer? List at least 3 competitors in the table below by market.]*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Competitor 1**  *Add competitor name* | **Competitor 2**  *Add competitor name* | **Competitor 3**  *Add competitor name* | **My competitive advantage** |
| **Size** |  |  |  |  |
| **Growth** |  |  |  |  |
| **Market share** |  |  |  |  |
| **Ownership and leadership** *eg. Owned by a multinational* |  |  |  |  |
| **Product** *Include key features* |  |  |  |  |
| **Price** |  |  |  |  |
| **Place** *How do they distribute their product? Where do customers buy products like yours?* |  |  |  |  |
| **Promotion** *How do they promote their products?* |  |  |  |  |