# 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?*  |   |   |   |   |