

Competitor Assessment Worksheet

* Use this template as guide to your analysis of your direct competitor or competitors.

	Competitor 1	Competitor 2	Competitor 3
Name of Company(ies)			
Location			
Products or services offered			
Methods of distribution (wholesale, retail, sales representatives, corporate sales)			
Image			
Packaging			
Promotional materials			
Methods of advertising			
Positioning (How customers perceive product or service)			
Pricing structure			
Performance (past and present)			
Market share (customers' number, type, and location)			
Strengths (competitor's advantages in the marketplace)			
Weaknesses			
Other comments and notes			