

Competitor Analysis Template



YOUR BUSINESS

COMPETITOR 1

COMPETITOR 2

COMPETITOR 3

Strengths
Weaknesses
Opportunities
Threats

SWOT ANALYSIS

CUSTOMER ANALYSIS

**SALES & MARKETING
STRATEGIES**

Product/Service
Pricing

PRICING ANALYSIS

	YOUR BUSINESS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
SWOT ANALYSIS				
CUSTOMER ANALYSIS				
SALES & MARKETING STRATEGIES				
PRICING ANALYSIS				

