

# Competitor Analysis

Company: \_\_\_\_\_ Completed by: \_\_\_\_\_  
 Competitor: \_\_\_\_\_ Date: \_\_\_\_\_

Customer Perceived Competitor's Advantages	Your Counter-Balancing Capabilities <i>(Neutralize – Make It a Wash)</i>
Competitor's Weaknesses (Area to Target)	Your Strengths (Unique Selling Points)