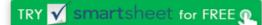
COMPETITIVE ANALYSIS LANDSCAPE



Complete the template for your company, then complete the template for each competitor. After you complete this form, you may find out that your competitors are not who you think they are.

WHY CONDUCT THIS ANALYSIS?		Write down the question you are trying to answer or the goal of this analysis			
PROFILE					
	OVERVIEW				
	COMPETITIVE ADVANTAGE What value				
	do you offer customers?				
MARKETING PROFILE	TARGET MARKET				
	MARKEI				
	MARKETING				
	STRATEGIES				
PRODUCT PROFILE	PRODUCTS &				
	SERVICES				
	PRICING & COSTS				
	DISTRIBUTION				
	CHANNELS				
	Do this for your cor	npany and for your competitors. Your strengths sh	ould support your opportunities and contribute to	what you define as your competitive advantage.	
SWOT ANALYSIS	STRENGTHS				
	WEAKNESSES				
	OPPORTUNITIES				
	THREATS				

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