## **SMALL BUSINESS COMPETITIVE ANALYSIS**



	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
SUMMARY describe what you already know about your competitors			

Now do the research to add more detail to the following attributes.					
TARGET CUSTOMERS					
PRODUCT OR SERVICE PRICING					
GENERAL MARKETING STRATEGY					
ONLINE MARKETING STRATEGY					
STRENGTHS					
WEAKNESSES					
COMPETITIVE ADVANTAGE					

## **DISCLAIMER**

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