[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Add or remove table rows to fit your needs. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Competitor Analysis Sheet

This sheet compares [Name of our product, service, or business] with its closest competitors so that positioning, pricing, and marketing decisions rest on observed evidence rather than assumption. Record only what you can support with a source, and note the source and the date checked for every competitor.

1. Scope of this analysis

Our product, service, or business: [Name of our product, service, or business]

Market or segment analysed: [Market or customer segment covered by this analysis]

Date of this analysis: [Date this analysis was prepared]

Analyst: [Full name and job title of the person who prepared this analysis]

Review date: [Date this analysis will next be reviewed]

2. Competitors at a glance

Competitor	Main offer	Who they serve	Price positioning	Overall standing
[Name of competitor 1]	[Main offer of competitor 1]	[Customers served by competitor 1]	[Price positioning of competitor 1]	[Overall standing of competitor 1]
[Name of competitor 2]	[Main offer of competitor 2]	[Customers served by competitor 2]	[Price positioning of competitor 2]	[Overall standing of competitor 2]
[Name of competitor 3]	[Main offer of competitor 3]	[Customers served by competitor 3]	[Price positioning of competitor 3]	[Overall standing of competitor 3]

3. Side-by-side comparison

Score or describe each area in the same terms for every competitor, so the comparison stays honest. Where information is not publicly available, write that it is not available rather than guessing.

Area compared	[Name of competitor 1]	[Name of competitor 2]	[Name of competitor 3]	Our position

[Company name]

Product or service range	[Product or service range of competitor 1]	[Product or service range of competitor 2]	[Product or service range of competitor 3]	[Our product or service range]
Price and pricing model	[Price and pricing model of competitor 1]	[Price and pricing model of competitor 2]	[Price and pricing model of competitor 3]	[Our price and pricing model]
Quality and reputation	[Quality and reputation of competitor 1]	[Quality and reputation of competitor 2]	[Quality and reputation of competitor 3]	[Our quality and reputation]
Customer service and support	[Customer service and support of competitor 1]	[Customer service and support of competitor 2]	[Customer service and support of competitor 3]	[Our customer service and support]
Delivery or fulfilment	[Delivery or fulfilment of competitor 1]	[Delivery or fulfilment of competitor 2]	[Delivery or fulfilment of competitor 3]	[Our delivery or fulfilment]
Marketing visibility	[Marketing visibility of competitor 1]	[Marketing visibility of competitor 2]	[Marketing visibility of competitor 3]	[Our marketing visibility]
Online presence and content	[Online presence and content of competitor 1]	[Online presence and content of competitor 2]	[Online presence and content of competitor 3]	[Our online presence and content]

4. Strengths and weaknesses by competitor

Competitor 1: [Name of competitor 1]

Positioning: [Positioning statement or main claim of competitor 1].

Strengths:

- [Strength of competitor 1, with the evidence for it]
- [Strength of competitor 1, with the evidence for it]

Weaknesses:

- [Weakness of competitor 1, with the evidence for it]
- [Weakness of competitor 1, with the evidence for it]

How we win against this competitor: [How our offer wins against competitor 1, stated as a factual advantage]

Competitor 2: [Name of competitor 2]

Positioning: [Positioning statement or main claim of competitor 2].

Strengths:

- [Strength of competitor 2, with the evidence for it]
- [Strength of competitor 2, with the evidence for it]

Weaknesses:

- [Weakness of competitor 2, with the evidence for it]
- [Weakness of competitor 2, with the evidence for it]

How we win against this competitor: [How our offer wins against competitor 2, stated as a factual advantage]

Competitor 3: [Name of competitor 3]

Positioning: [Positioning statement or main claim of competitor 3].

Strengths:

- [Strength of competitor 3, with the evidence for it]
- [Strength of competitor 3, with the evidence for it]

Weaknesses:

- [Weakness of competitor 3, with the evidence for it]
- [Weakness of competitor 3, with the evidence for it]

How we win against this competitor: [How our offer wins against competitor 3, stated as a factual advantage]

5. Gaps and opportunities

- Unmet customer need: [Customer need that no competitor serves well]
- Underserved segment: [Customer segment that competitors serve weakly or not at all]
- Message gap: [Message or claim that no competitor currently owns]
- Channel gap: [Channel or route to customers that competitors use weakly or not at all]

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6. What this means for our positioning

[Statement of our intended position in this market, in one paragraph]. [Statement of what we will emphasise that competitors cannot match or do not claim]. [Statement of what we will not claim, because a competitor already owns it or the evidence does not support it].

7. Actions arising from this analysis

Opportunity or threat	Action	Owner	Due date
[Opportunity or threat 1]	[Action arising from opportunity or threat 1]	[Full name of the owner of action 1]	[Due date for action 1]
[Opportunity or threat 2]	[Action arising from opportunity or threat 2]	[Full name of the owner of action 2]	[Due date for action 2]
[Opportunity or threat 3]	[Action arising from opportunity or threat 3]	[Full name of the owner of action 3]	[Due date for action 3]

8. Sources and notes

Competitor	Source consulted	Date checked
[Name of competitor 1]	[Source consulted for competitor 1]	[Date source for competitor 1 was checked]
[Name of competitor 2]	[Source consulted for competitor 2]	[Date source for competitor 2 was checked]
[Name of competitor 3]	[Source consulted for competitor 3]	[Date source for competitor 3 was checked]

General notes: [General notes, caveats, or information gaps in this analysis]

Sign-off

Prepared by: [Full name and job title of the person who prepared this document]

Date prepared: [Date this document was prepared]

Approved by: [Full name and job title of the person who approved this document]

Date approved: [Date this document was approved]