**Ashford Business Services Ltd**

# Competitor Analysis Sheet

*This sheet compares Sarah Mitchell 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:** Sarah Mitchell

**Market or segment analysed:** Market or customer segment covered by this analysis

**Date of this analysis:** 9 November 2026

**Analyst:** Sarah Mitchell

**Review date:** 9 November 2027

## 2. Competitors at a glance

| Competitor | Main offer | Who they serve | Price positioning | Overall standing |
|---|---|---|---|---|
| Sarah Mitchell | Main offer of competitor 1 | Customers served by competitor 1 | £45.00 | Overall standing of competitor 1 |
| Sarah Mitchell | Main offer of competitor 2 | Customers served by competitor 2 | £45.00 | Overall standing of competitor 2 |
| Sarah Mitchell | Main offer of competitor 3 | Customers served by competitor 3 | £45.00 | 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 | Sarah Mitchell | Sarah Mitchell | Sarah Mitchell | Our position |
|---|---|---|---|---|
| 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 | £45.00 | £45.00 | £45.00 | £45.00 |
| 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: Sarah Mitchell

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: Sarah Mitchell

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: Sarah Mitchell

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

## 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 as agreed at the meeting. | James Patel | 23 November 2026 |
| Opportunity or threat 2 | Action arising from opportunity or threat 2 as agreed at the meeting. | James Patel | 23 November 2026 |
| Opportunity or threat 3 | Action arising from opportunity or threat 3 as agreed at the meeting. | James Patel | 23 November 2026 |

## 8. Sources and notes

| Competitor | Source consulted | Date checked |
|---|---|---|
| Sarah Mitchell | Source consulted for competitor 1 | 9 November 2026 |

| | | |
|---|---|---|
| Sarah Mitchell | Source consulted for competitor 2 | 9 November 2026 |
| Sarah Mitchell | Source consulted for competitor 3 | 9 November 2026 |

**General notes:** General notes, caveats, or information gaps in this analysis as agreed at the meeting.

## Sign-off

**Prepared by:** Sarah Mitchell

**Date prepared:** 9 November 2026

**Approved by:** Sarah Mitchell

**Date approved:** 9 November 2026