# **📊 Competitor Analysis Template**

*A comprehensive guide to evaluating competitors and positioning your business for success.*

## **🔹 What is a Competitor Analysis?**

A Competitor Analysis is a strategic assessment of direct and indirect competitors to identify:  
 ✅ Their strengths and weaknesses  
 ✅ Market opportunities  
 ✅ Gaps your business can capitalize on  
 ✅ Potential threats to your business growth

By understanding your competitors, you can refine your pricing, marketing, and product strategy to gain a competitive edge.

## **🔹 How to Use This Template**

This template helps businesses systematically analyze competitors and gain actionable insights. Use it to:  
 ✔ Compare products, pricing, and target markets  
 ✔ Identify gaps in the market  
 ✔ Develop a unique value proposition (UVP)  
 ✔ Strengthen your go-to-market strategy

💡 Tip: Use a mix of qualitative insights (brand positioning, marketing tactics) and quantitative data (pricing, market share, customer base).

## **🔹 Sections of the Competitor Analysis**

### **1️⃣ Competitor Overview**

📌 *List your key competitors and summarize their business models.*

| **Competitor Name** | **Founded Year** | **Location** | **Business Model** | **Market Focus** |
| --- | --- | --- | --- | --- |
| Competitor A | 2015 | USA | SaaS Subscription | Small Businesses |
| Competitor B | 2018 | Europe | One-time Purchase | Enterprises |
| Competitor C | 2010 | Africa | Freemium Model | Startups & SMEs |

💡 Where to find data? Competitor websites, Crunchbase, LinkedIn, industry reports.

### **2️⃣ Product & Service Comparison**

📌 *Compare your features against competitors to identify gaps and advantages.*

| **Feature** | **Your Business** | **Competitor A** | **Competitor B** | **Competitor C** |
| --- | --- | --- | --- | --- |
| Mobile App | ✅ | ❌ | ✅ | ✅ |
| AI-powered Analytics | ✅ | ✅ | ❌ | ❌ |
| Multi-currency Support | ✅ | ❌ | ✅ | ✅ |
| Custom API Integrations | ✅ | ✅ | ✅ | ❌ |
| 24/7 Customer Support | ✅ | ❌ | ✅ | ✅ |

💡 Takeaway: Focus on features where competitors are weak and use them as your key differentiators.

### **3️⃣ Pricing Strategy Comparison**

📌 *Compare pricing structures and identify where your business offers better value.*

| **Plan** | **Your Business** | **Competitor A** | **Competitor B** | **Competitor C** |
| --- | --- | --- | --- | --- |
| Free Plan | ❌ | ✅ | ❌ | ✅ |
| Basic Plan | $29/month | $39/month | $35/month | $30/month |
| Premium Plan | $99/month | $120/month | $110/month | $95/month |
| Enterprise Plan | Custom | Custom | $500/month | Custom |

💡 Actionable Insight: If competitors charge higher, highlight cost-effectiveness in your marketing. If they charge lower, justify your price with better value or premium features.

### **4️⃣ Target Audience Analysis**

📌 *Identify who your competitors are targeting and where your business fits in.*

| **Demographic** | **Your Business** | **Competitor A** | **Competitor B** | **Competitor C** |
| --- | --- | --- | --- | --- |
| Small Businesses | ✅ | ✅ | ❌ | ✅ |
| Enterprises | ✅ | ❌ | ✅ | ✅ |
| Startups | ✅ | ✅ | ✅ | ❌ |
| Freelancers | ❌ | ✅ | ❌ | ✅ |
| E-commerce Owners | ✅ | ❌ | ✅ | ✅ |

💡 Marketing Insight: If competitors ignore a particular segment, it’s an opportunity for you to dominate that niche.

### **5️⃣ SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)**

📌 *Break down each competitor's strengths and weaknesses for a clearer strategic direction.*

| **Factor** | **Your Business** | **Competitor A** | **Competitor B** | **Competitor C** |
| --- | --- | --- | --- | --- |
| Strengths | Strong brand, Low fees, AI-driven tools | Large customer base, Well-funded | Innovative tech, Strong enterprise focus | Affordable pricing, Loyal user base |
| Weaknesses | New in the market, Limited brand awareness | Outdated UI, Expensive pricing | Weak customer support, Limited integrations | Lacks premium features, Small team |
| Opportunities | Expand into new markets, Partnerships | Develop better UI, Reduce prices | Improve customer support, Scale to startups | Add more features, Enhance marketing |
| Threats | Big competitors, Regulatory challenges | Losing customers to cheaper alternatives | Security concerns, Market saturation | Competition from new startups |

💡 Strategic Takeaway: Double down on your strengths while exploiting competitors’ weaknesses.

### **6️⃣ Marketing & Branding Strategy**

📌 *How do competitors attract and retain customers?*

| **Marketing Strategy** | **Your Business** | **Competitor A** | **Competitor B** | **Competitor C** |
| --- | --- | --- | --- | --- |
| Social Media Ads | ✅ | ✅ | ✅ | ❌ |
| Influencer Partnerships | ✅ | ❌ | ✅ | ✅ |
| SEO & Blog Content | ✅ | ✅ | ❌ | ✅ |
| Email Marketing | ✅ | ✅ | ✅ | ✅ |
| Offline Events & Conferences | ✅ | ✅ | ✅ | ❌ |

💡 Growth Hack: If competitors are not using a particular marketing channel, that could be a golden opportunity for your brand.

### **7️⃣ Customer Reviews & Reputation Analysis**

📌 *What do customers say about competitors? What can you learn?*

| **Competitor** | **Common Positive Reviews** | **Common Complaints** | **Average Rating (Trustpilot, G2, etc.)** |
| --- | --- | --- | --- |
| Competitor A | "Great customer support" | "Too expensive" | ⭐⭐⭐⭐ (4.2/5) |
| Competitor B | "Feature-rich product" | "Poor customer service" | ⭐⭐⭐ (3.5/5) |
| Competitor C | "Affordable pricing" | "Outdated interface" | ⭐⭐⭐⭐ (4.0/5) |

💡 Strategic Move: If a competitor has bad customer service, you can use "superior customer support" as a differentiator.

### **8️⃣ Key Takeaways & Action Plan**

📌 *Summarize your insights and define your next steps.*

✅ Our strongest advantage: (e.g., Lower fees + Better UI than competitors)  
✅ Our biggest challenge: (e.g., Low brand awareness in the market)  
✅ Opportunities to explore: (e.g., Focus on neglected customer segments)  
✅ Marketing channels to improve: (e.g., Invest more in influencer partnerships)  
✅ Product improvements needed: (e.g., Add AI-powered analytics to stand out)