



	My Company	Competitor 1	Competitor 2	Competitor 3
Type (Direct, Indirect, Tertiary)				
Positioning				
Price point (how much they charge per service)				
Target audience				
Offering (What is their offer / services)				
Key competitive advantage				
Sales channels/where they sell				
Marketing strategy				
Support				
Shipping				
# of products				
Strengths				
Weaknesses				
Opportunities				
Threats				