



Competitor Analysis Worksheet

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Businesses can use this worksheet to develop a clear profile of their competitive environment.

	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
Name					
List their product and services.					
What is their pricing strategy?					
Where do they distribute their products/services?					
Where are they located?					
What is their market share?					
How many employees?					
What is their annual revenue?					

Competitor Analysis Worksheet - continued

	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
Who are their key clients?					
List their current marketing activities.					
What is their brand positioning?					
What is their marketing budget?					
What do they do well?					
What do they do poorly?					



MarketingHQ is a Sydney based marketing consultancy that provides strategic marketing solutions to small and medium sized businesses.

Contact us:

Ph: 1300 351 141

E: info@marketinghq.com.au

W: www.marketinghq.com.au