

Competitor analysis overview

Use this template to compare key elements of competitors in your marketplace against your concept and against each other, and then categorise them.

Your service name	Competitor name	Competitor name	Competitor name	Competitor name	Competitor name
Value proposition					
Target Users					
Key features					
Strengths					
Weakness					
Mission					
Sales Methods					
Appearance & Brand Positioning					
Location					
Category: Are your competitors all similar? If not group and label their categories					