

# STRATEGIC PLANNING

## Competitive Analysis Worksheet



This is an example of how to keyanalyze attributes from your company vs. the competition. While you assess your attributes vs. theirs, try to rank each contender to understand which organization(s) are best, standard and poor. Make sure to collect accurate information about your competition. It is OK to input “unknown” if information is not available, and that is preferable to making a guess that is not well informed or wrong.

### Competitive Analysis

Company Name	My Company	Competitor 1	Competitor 2	Competitor 3
Products offered				
Services offered				
Pricing				
Market Share				
Promotions				
Key Customers				
Innovative Product Enhancements				
Technology Enhancements				
Primary Market Segment				
ETC...				