

## Competitive Analysis Factors

**Scale runs from – 1 2 3 4 5**

- 1=Low satisfaction
- 2=Passable
- 3=Acceptable with good points
- 4=Very satisfying
- 5=Excellence

CRITERIA	You	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Products	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Price	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Quality	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Location	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Building Appearance	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Company Vehicles	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Staff numbers	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Staff competency	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Yelp Reviews	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Company Website	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Facebook	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Instagram	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Twitter	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
YouTube	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Advertising	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Competitor Logo	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Competitor Slogan	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Customer Satisfaction	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Current Market Share				

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Use comments or your own scale. Add your own Criteria as well

CRITERIA	Your Company	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	COMPETITOR 4
Products					
Price					
Quality					
Location					
Building Appearance					
Company Vehicles					
Staff numbers					
Staff competency					
Yelp Reviews					
Social Media					

