

Competitive Analysis

The purpose of a Competitive Analysis is firstly to identify your competitors, evaluate their strategies to determine their strengths and weaknesses in relation to your business, products, and services. A competitive analysis looks at both direct competitors (companies that sell to the same products to the same customers) and indirect competitors (competition between companies that make different products, but which target the same customers such as KFC and McDonalds. Indirect competition is seen as an alternative.)

A Competitive Analysis is about gathering information on your competitors. This information is necessary for you to have in order for you to develop and deliver a sound market strategy. (However, it is important that you also remember to talk to your customers as they are the focus of your business.)

A competitive analysis helps you understand the market dynamics so you can find the best way to reach your target customers. Analysing your market and its competition helps you get a clearer perspective on how your company and product fit into the current business environment.

Even if you are the leader in the industry, the value of analysing your competitors is still an insightful exercise as it can help you decide where you can improve.

Direct Competitors	Companies that sell to the same products to the same customers, which means they solve the same problems for them)
Indirect Competitors	Competition between companies that make slightly different products, but which target the same customers such as KFC and McDonalds. Indirect competition is often considered to be in a different category, but it is a definite alternative.
Product/Service	Define and describe.
Price	Current price & Sale Price
Location	Benefits of drawback of location
Promotions	Frequency, seasonal, medium
Competitor Branding	Tagline, visual imagery, logos, tone & core messaging, Brand Values, Brand Positioning, Brand Personality (human characteristics and emotions that the company possesses or stands for.)

Competitor Value Proposition	How the product promises to solve the customers problem. What sets you apart from your competition. What makes you unique.
Company website	Quality, content, customer comments
Social Media Content	Types and quality of content created in blogs, posts, white papers, webinars, case studies & articles or Op-ed pieces
Social Media Channels & Yelp reviews	Active social media channels such as Facebook, Twitter, Instagram, YouTube, LinkedIn & their level of engagement, consistency,
Competitor Branding	Tagline, visual imagery, logos, tone & core messaging, Brand Values & Positioning, Brand Personality (human characteristics and emotions that the company possesses or stands for.)
Number of Employees	
Employee engagement in their job	High level to low level
Employee product knowledge	High level to low level
Keywords	Organic & Paid keywords that the competitor competes for and how they rank
Advertising spend	Average spent on monthly advertising.
Campaigns	Campaigns that the competitor is currently running and the target audience, message and Call to Action (CTA)
Events	Events, tradeshow, sponsorships
Community	How they interact with their community of potential and existing customers
Current market share	