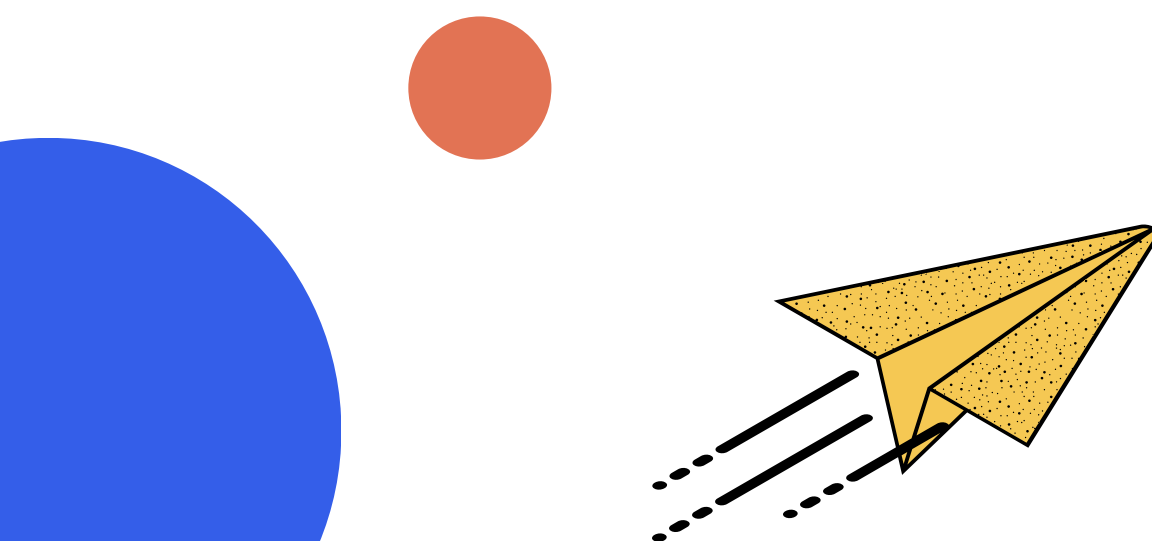




COMPETITIVE ANALYSIS

Analyzing competitors and their business structures

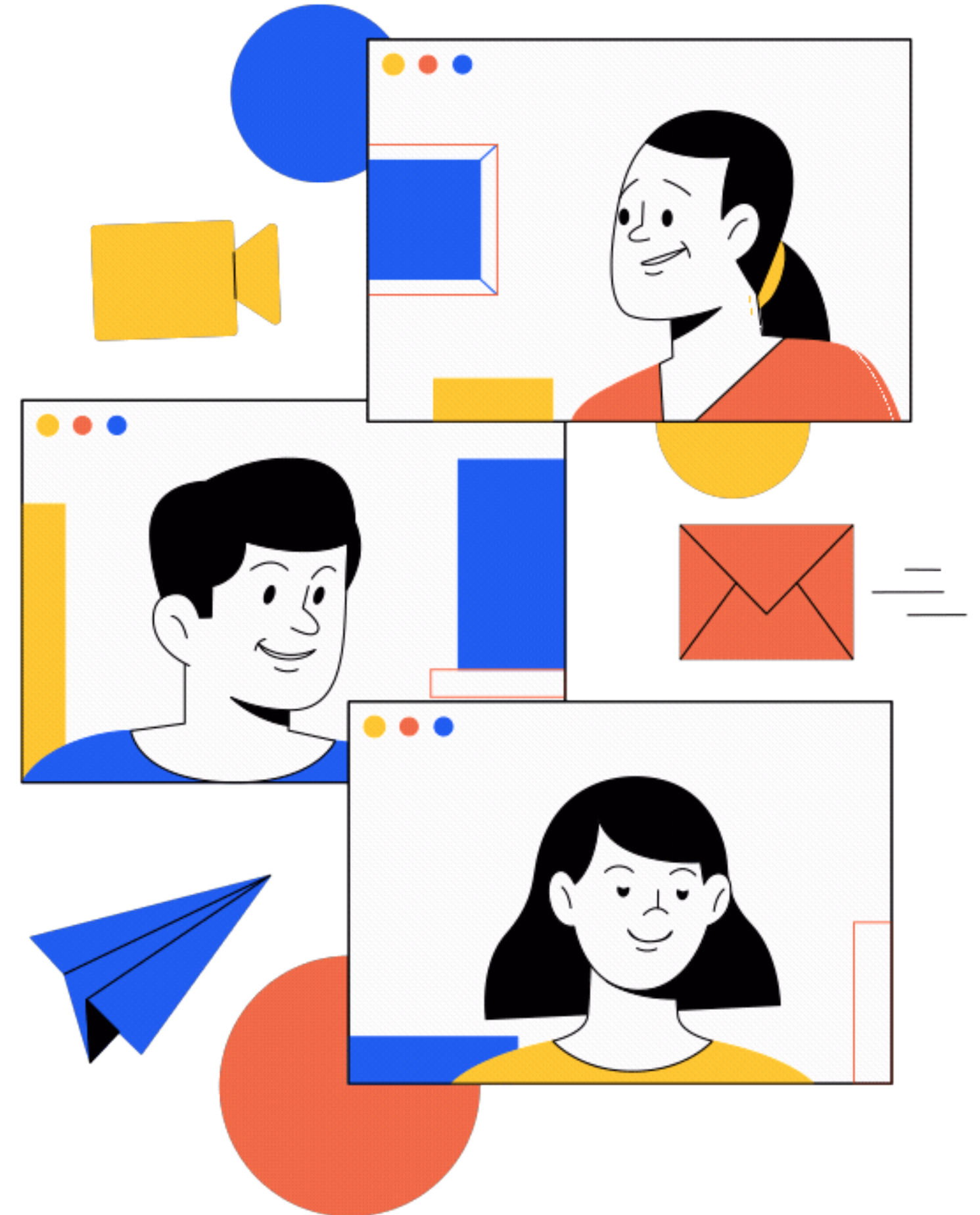
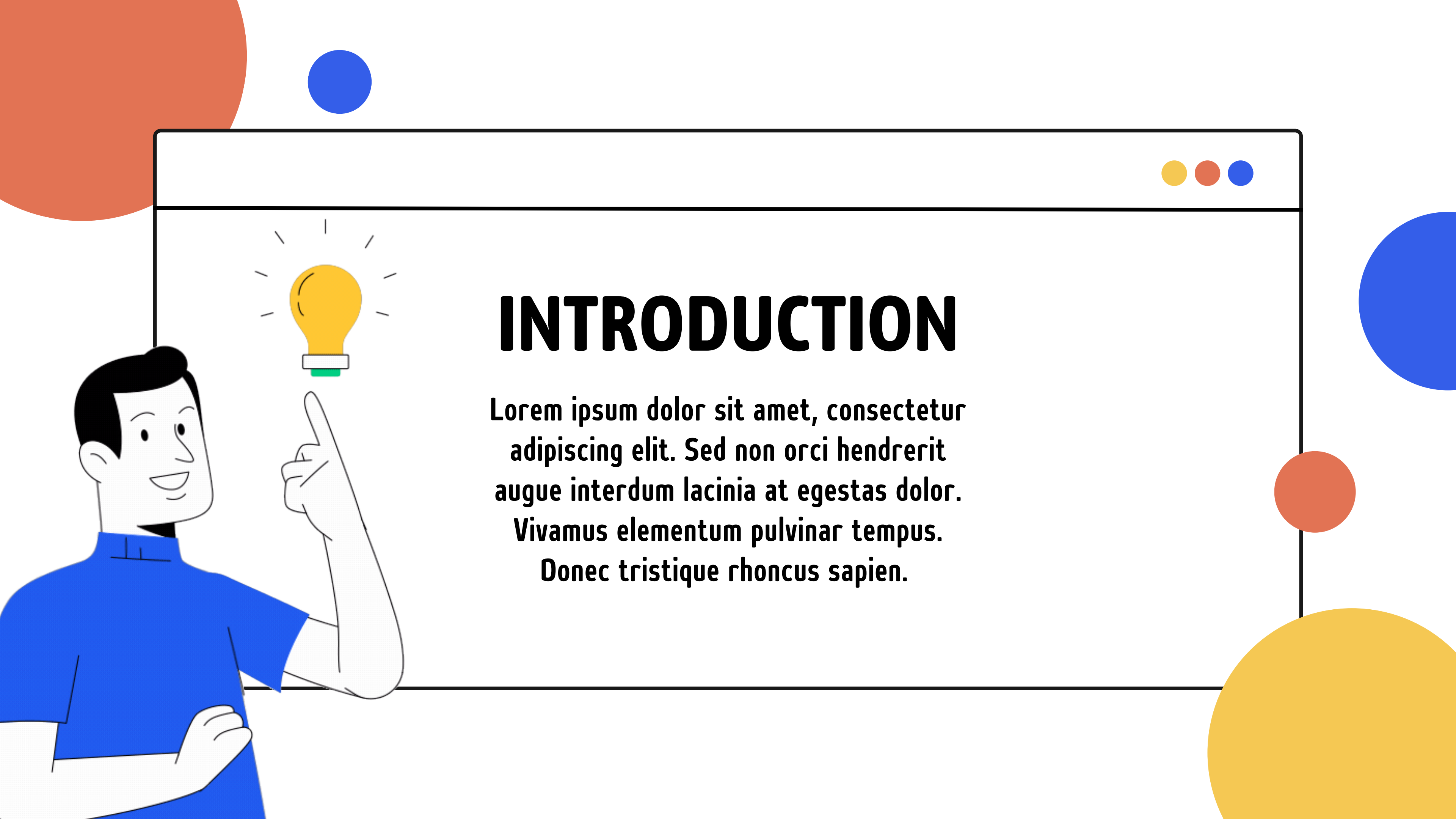


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INTRODUCTION

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THE TEAM



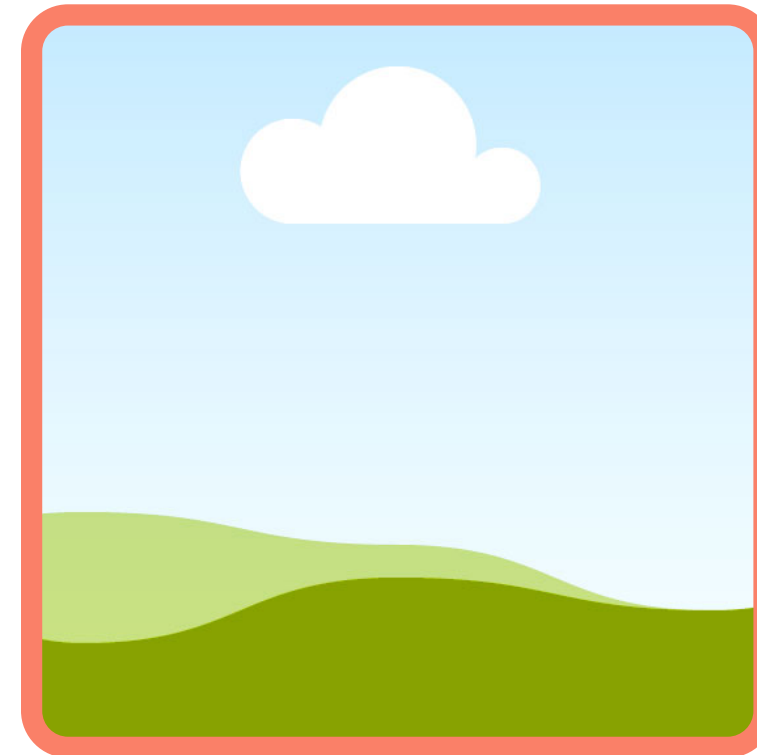
Amanda Larsson

Project manager



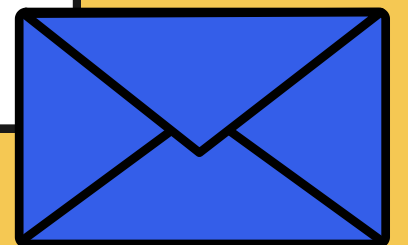
Madde Karlsson

Project manager



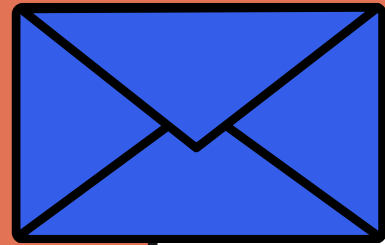
Linus Svensson

Project manager





ANALYZING OUR COMPETITORS

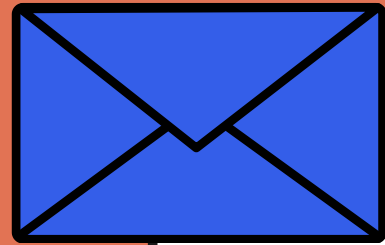


COMPETITOR 1

- **Company A**

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COMPANY A

- **Brand identity**

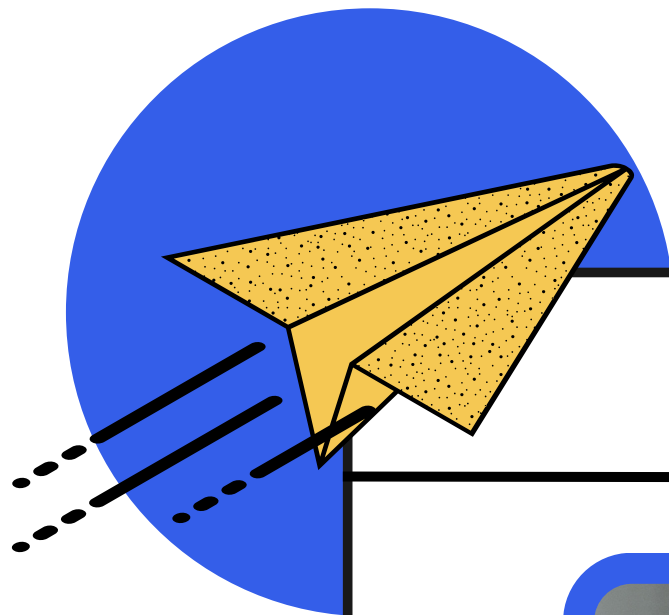
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- **Value Propositions**

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- **Marketing efforts**

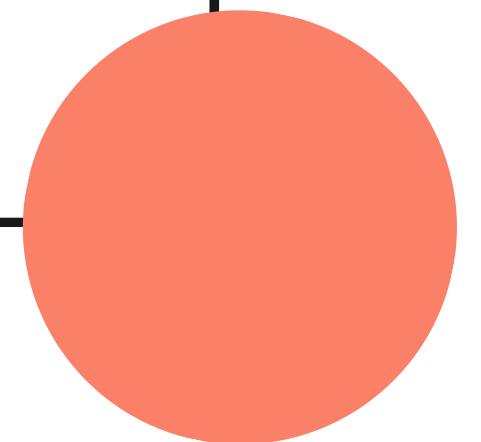
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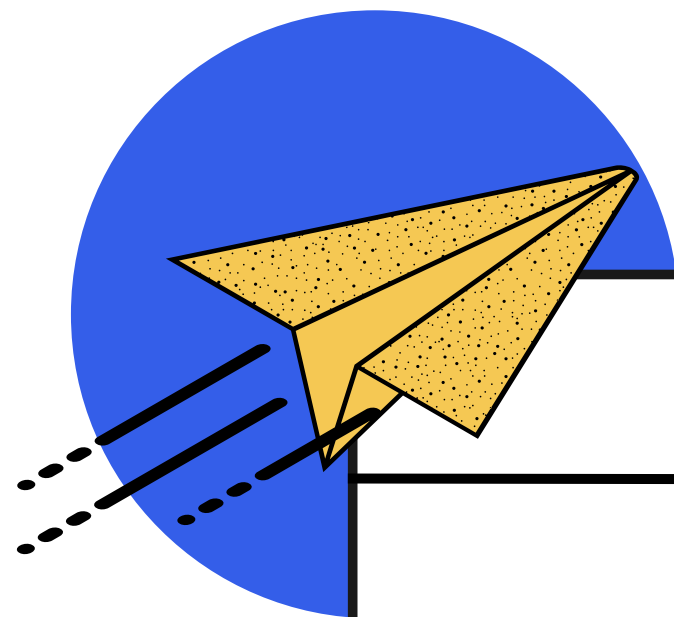


COMPETITOR 2

- **Company B**

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COMPANY B

- **Brand identity**

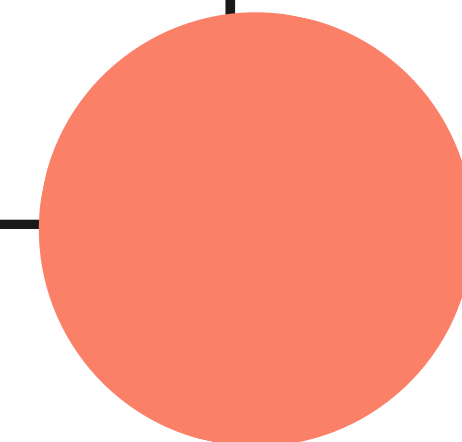
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- **Value Propositions**

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- **Marketing efforts**

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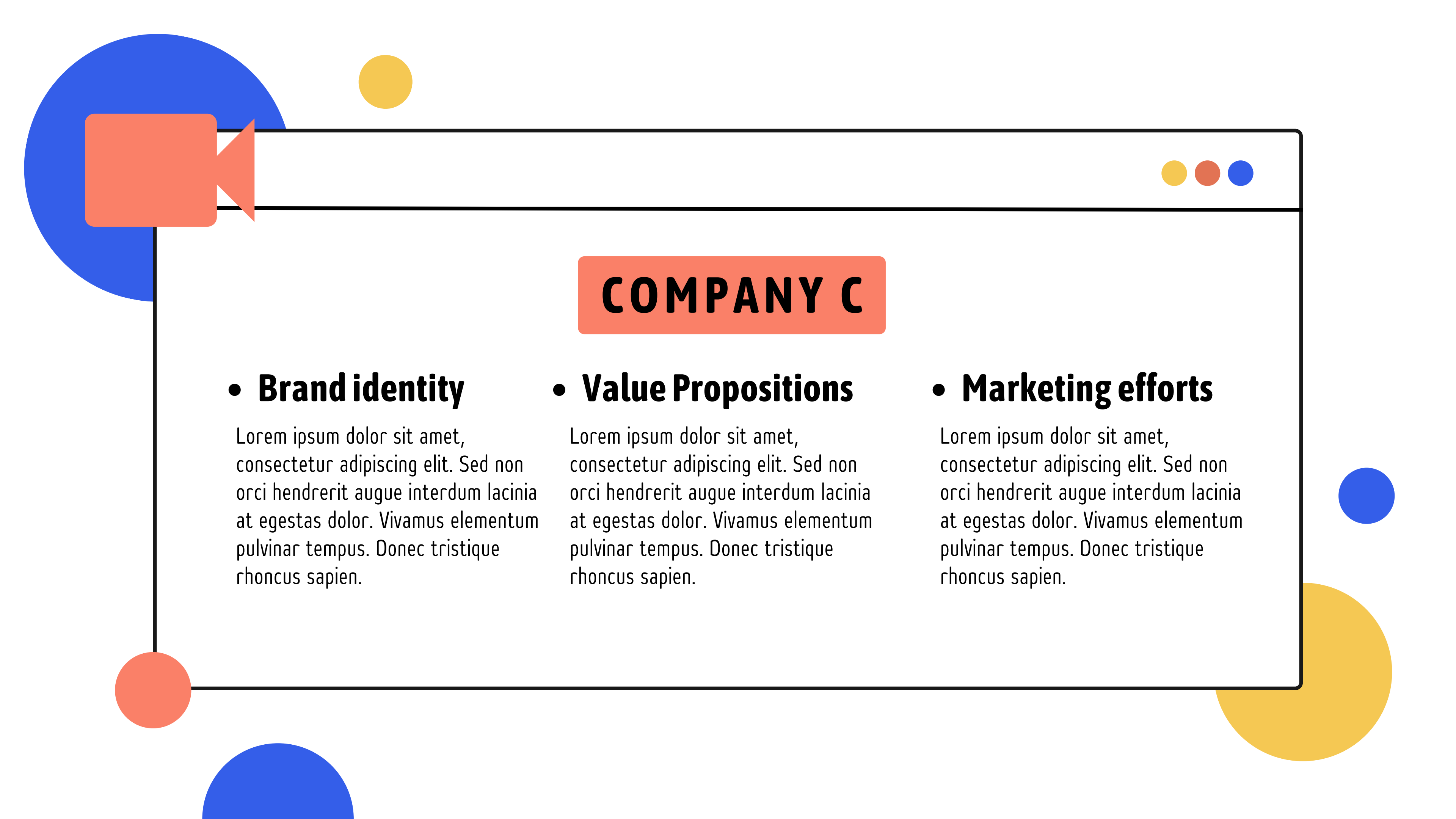


COMPETITOR 3

- **Company C**

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COMPANY C

- **Brand identity**

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- **Value Propositions**

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- **Marketing efforts**

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SWOT ANALYSIS



Strengths

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Weaknesses

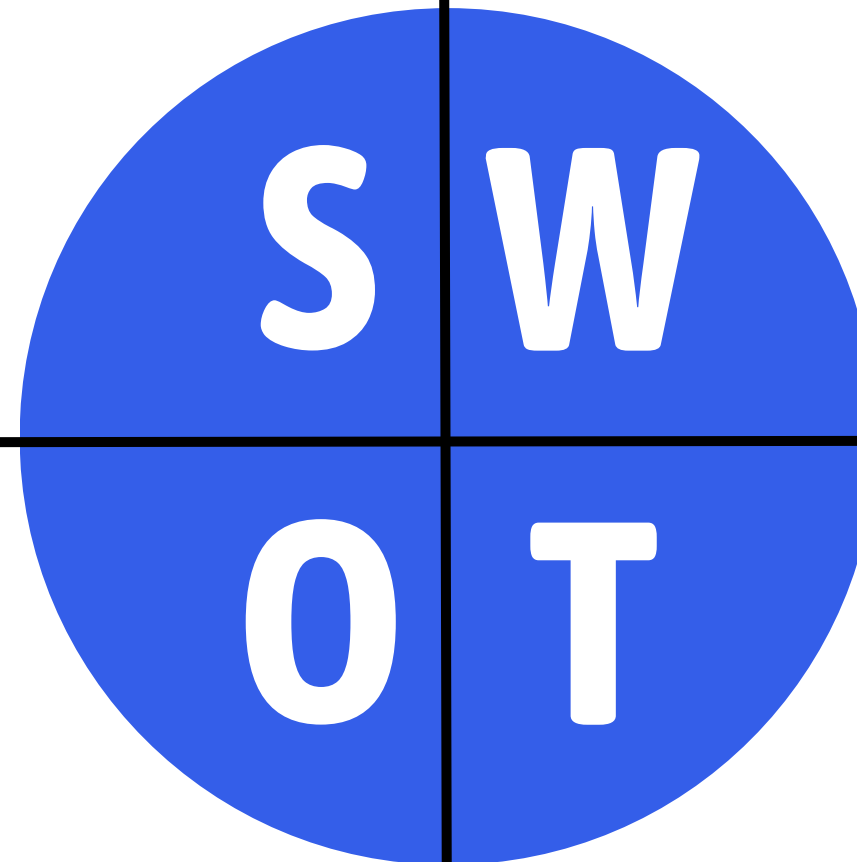
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Opportunities

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Threats

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SWOT - Strengths



STRENGTHS	MY BRAND	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
What are we doing well?				
Do we have a well-known brand?				
What is our strongest asset?				
What do our customers love about our service?				

SWOT - Weaknesses



WEAKNESSES	MY BRAND	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
What expertise do we lack?				
What our competitors are doing better than we are?				
How much debt does my company have?				
What complaints do we frequently hear?				

SWOT - Opportunities



OPPORTUNITIES	MY BRAND	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Is there talent available that we could hire?				
Is there a new potential niche market?				
How can we take advantage of changes?				
What trends might positively affect our brand?				

SWOT - Threats



THREATS	MY BRAND	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Who's our main competitor?				
What obstacles do we face?				
What might cause us problems?				
What predicted trends could hurt the business?				



Action 1

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Action 2

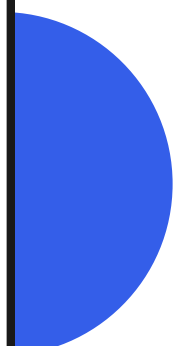
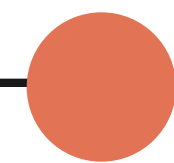
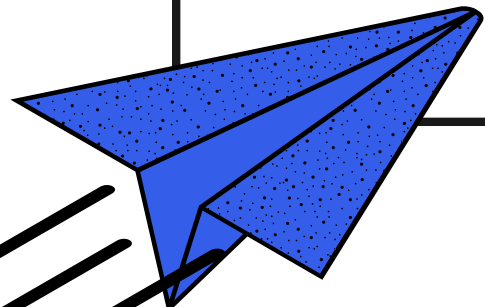
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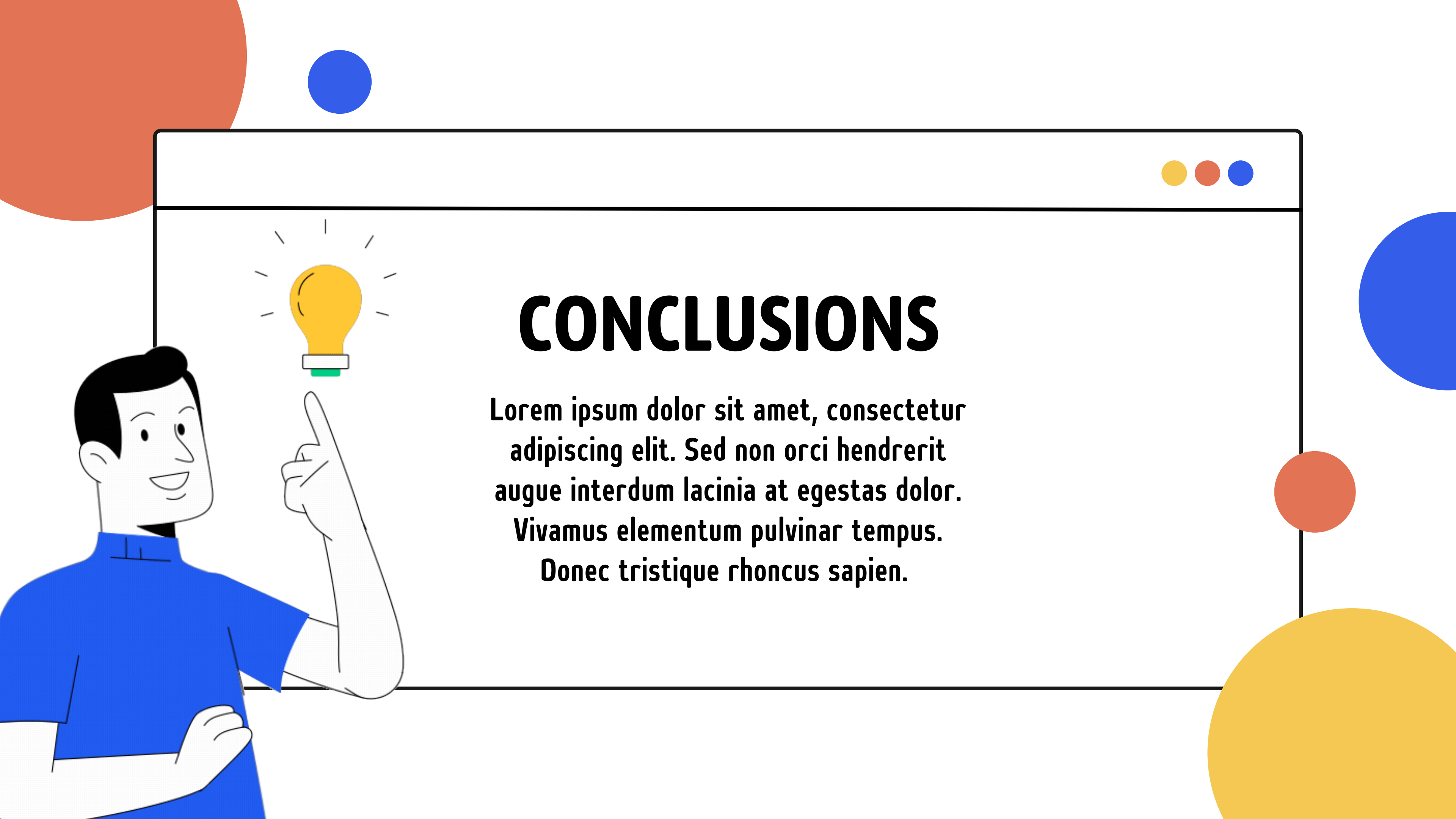
Action 3

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Action 4

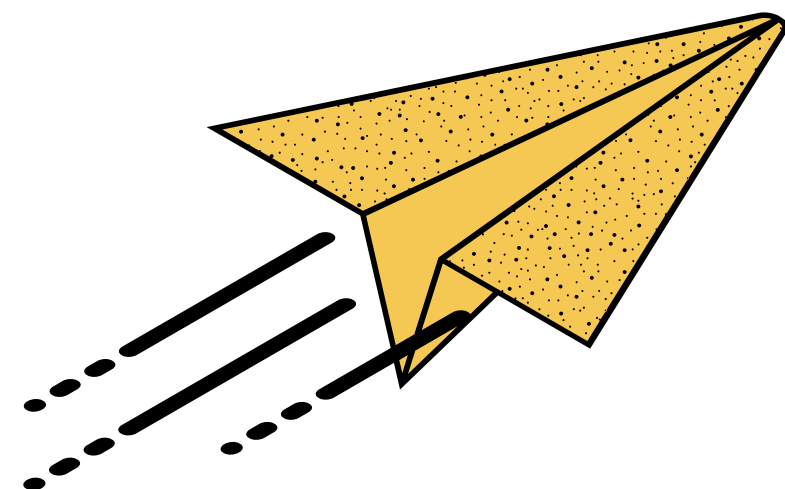
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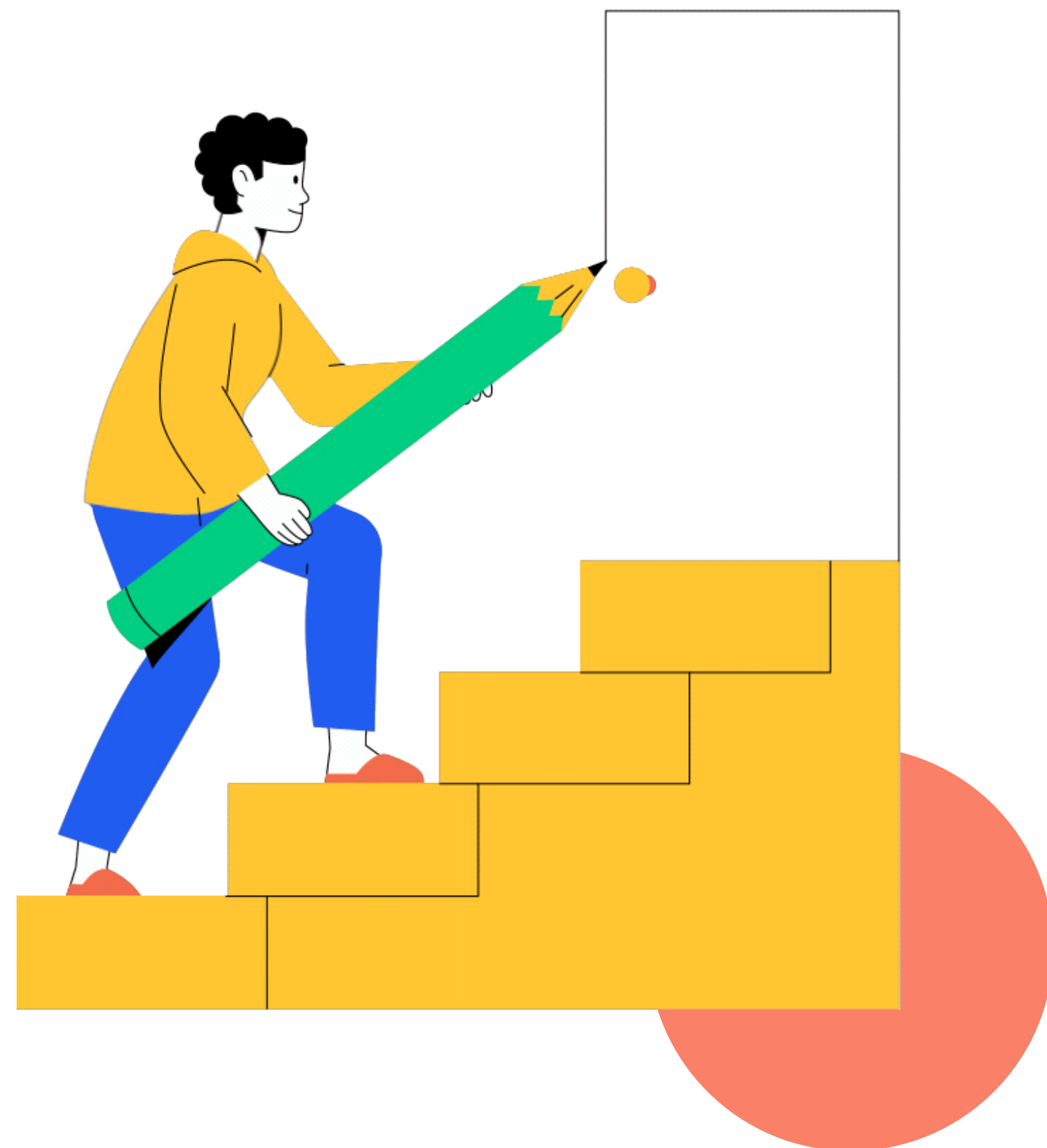


CONCLUSIONS

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**THANK
YOU!**



RESOURCE PAGE

