



COMPETITIVE ANALYSIS





COMPETITIVE ANALYSIS

● Competitor A

● Competitor B

● Competitor C

● Competitor D

● Your Brand

BRAND A

Brand Review and Attributes

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. It is mostly presented before an audience. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.



Cia Rodriguez
CEO

PRICING ANALYSIS

	My Product	Competitor 2	Competitor 3	Competitor 4
Feature 1	✓	✓	✓	✓
Feature 2	✓	✗	✓	✓
Feature 3	✗	✓	✓	✓
Feature 4	✓	✗	✗	✓
USP	✓	✓	✓	✗
Price	\$1,999	\$2,999	\$8,999	\$4,599

Competitor Scoring Card

How Competitor A does?

How Competitor B does?

(Rank performance on a scale of 1-5)

(Rank performance on a scale of 1-5)

Social Media Marketing



SEO Marketing



PPC Marketing



Features



Pricing



Add an attribute



Total

0

0

Competitive Analysis

Fill out the table to understand your competitors and the overall market better

	Product	Price	Quality	Service
My Brand	<ul style="list-style-type: none">• What are the product's strengths and weaknesses?• Add an entry• Add an entry	<ul style="list-style-type: none">• What are the pricing tiers? How do they work?• Add an entry• Add an entry	<ul style="list-style-type: none">• How do they ensure that standards are met? How consistent are they?• Add an entry• Add an entry	<ul style="list-style-type: none">• How do they provide their service? What makes them stand out?• Add an entry• Add an entry
Competitor A				
Competitor B				

VRIO [Valuable, Rare, Imitable, Organized] framework

Is it valuable?	Is it rare?	Is it hard to imitate?	Is the organization organized to?	Resulting Competitive Advantage
Yes	No	-	-	Competitive Parity
Yes	Yes	No	-	Temporary competitive advantage
Yes	Yes	Yes	No	Unused competitive advantage
Yes	Yes	Yes	Yes	Long term competitive advantage

COMPETITIVE ANALYSIS

	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Feature 1	✓	✓	✓	✓
Feature 2	✓	✗	✓	✓
Feature 3	✗	✓	✓	✓
Feature 4	✓	✗	✗	✓
Feature 5	✓	✓	✓	✗
Feature 6	✗	✓	✓	✗

Capability Name	Description	Importance to Strategy	Current Proficiency	Competitive Benchmark	Required Investments	Resulting Competitive Advantage
E.g., Supply Chain Management	Ensuring that products are produced and delivered efficiently	High	Moderate	Leading competitors have faster delivery times	Need to invest in better logistics software	Potential for a temporary competitive advantage with investment
E.g., Digital Marketing	Online marketing efforts to drive sales and brand awareness	Medium	High	On par with competitors	Continuous training for the marketing team	Sustained competitive advantage due to high proficiency







Social | Facebook | Instagram | LinkedIn | Tiktok | Youtube

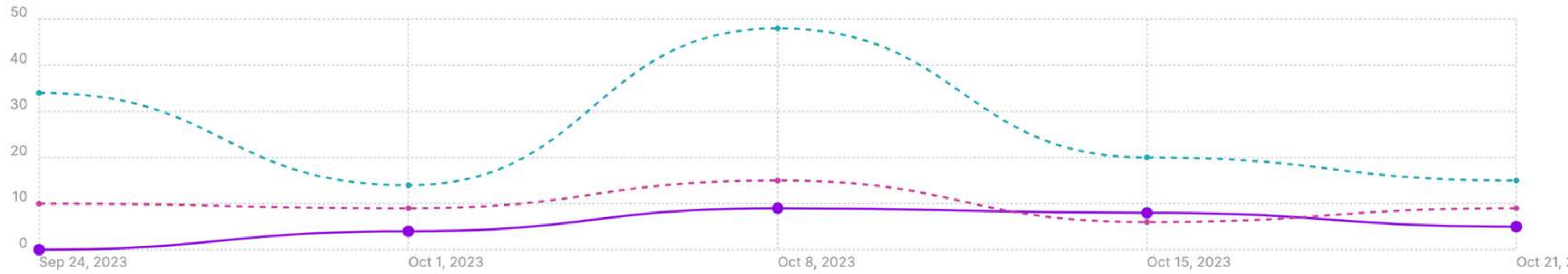
Number of posts 26 26
3rd place

Engagement 766 766
3rd place

Popular posts

Followers 149K 51K
2nd place

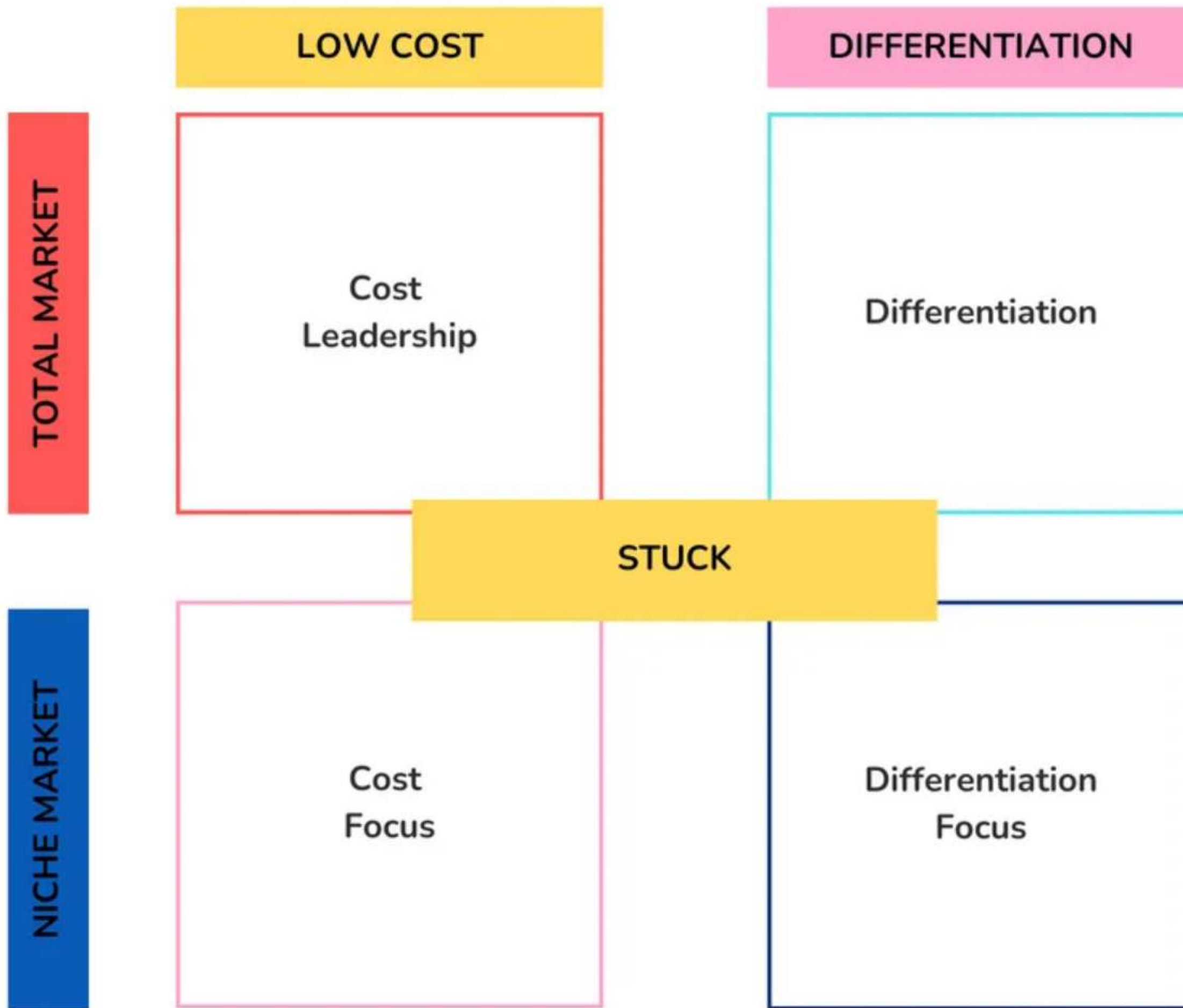
 zendesk.com	131 +35 
 drift.com	49 -31 
 intercom.com	26 +26 



Competitive Analysis

Fill out the table to understand your competitors and the overall market better

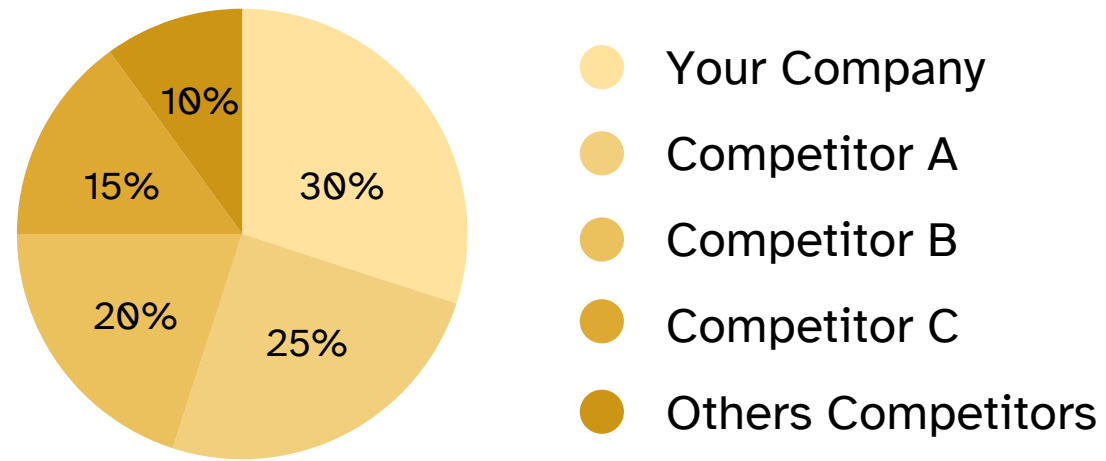
	Product	Mobile Experience	Responsiveness	Check Out Process
My Brand	<ul style="list-style-type: none">• What are the product's strengths and weaknesses?• Add an entry• Add an entry	<ul style="list-style-type: none">• What are the pricing tiers? How do they work?• Add an entry• Add an entry	<ul style="list-style-type: none">• How do they ensure that standards are met? How consistent are they?• Add an entry• Add an entry	<ul style="list-style-type: none">• How do they provide their service? What makes them stand out?• Add an entry• Add an entry
Competitor A				
Competitor B				



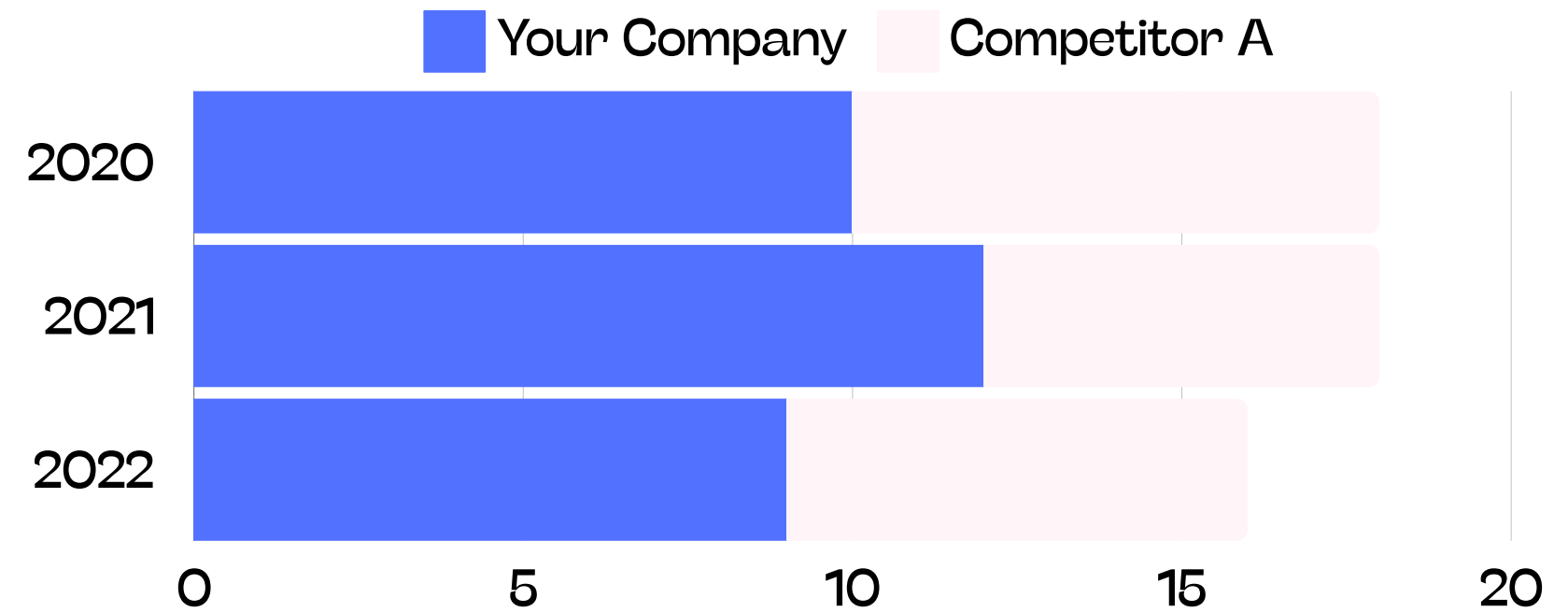
PRODUCT COMPETITIVE ANALYSIS

COMPANY NAME	MY COMPANY	COMPETITOR #1	COMPETITOR #2	COMPETITOR #3
DESIGN	100%	0%	75%	100%
PRICE	50%	100%	25%	0%
PERFORMANCE	100%	75%	75%	100%
QUALITY	100%	0%	100%	100%
ADDITIONAL FEATURES	75%	100%	50%	25%
CUSTOMER SERVICE / SUPPORT	100%	50%	100%	0%
OVERALL ASSESGMENT	4.75	3.0	3.75	4.0

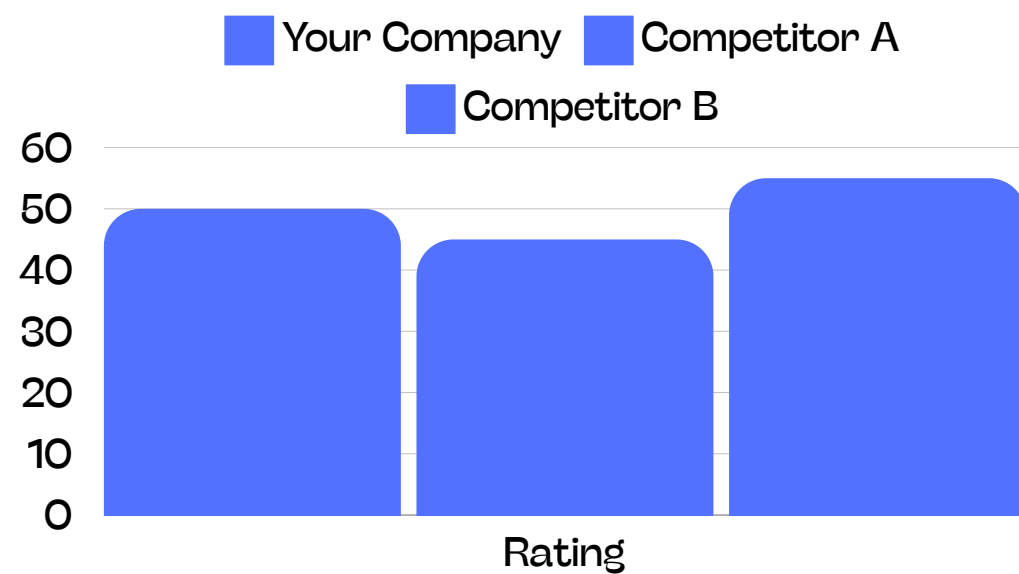
COMPETITIVE ANALYSIS REPORT



Market share of your company and key competitors



A comparison of your product portfolio with competitors, including the number of products in various categories



Customer satisfaction ratings for your company and competitors.

Summary

This report provides an in-depth analysis of your company's competitive landscape, offering insights through various statistical graph formats. The data is visually presented to facilitate a comprehensive understanding of the competitive environment.

COMPETITIVE AUDIT TEMPLATE

Current Platform Used

Result From the Current Platform

Like

Share

Comment

View

New Platforms To Try

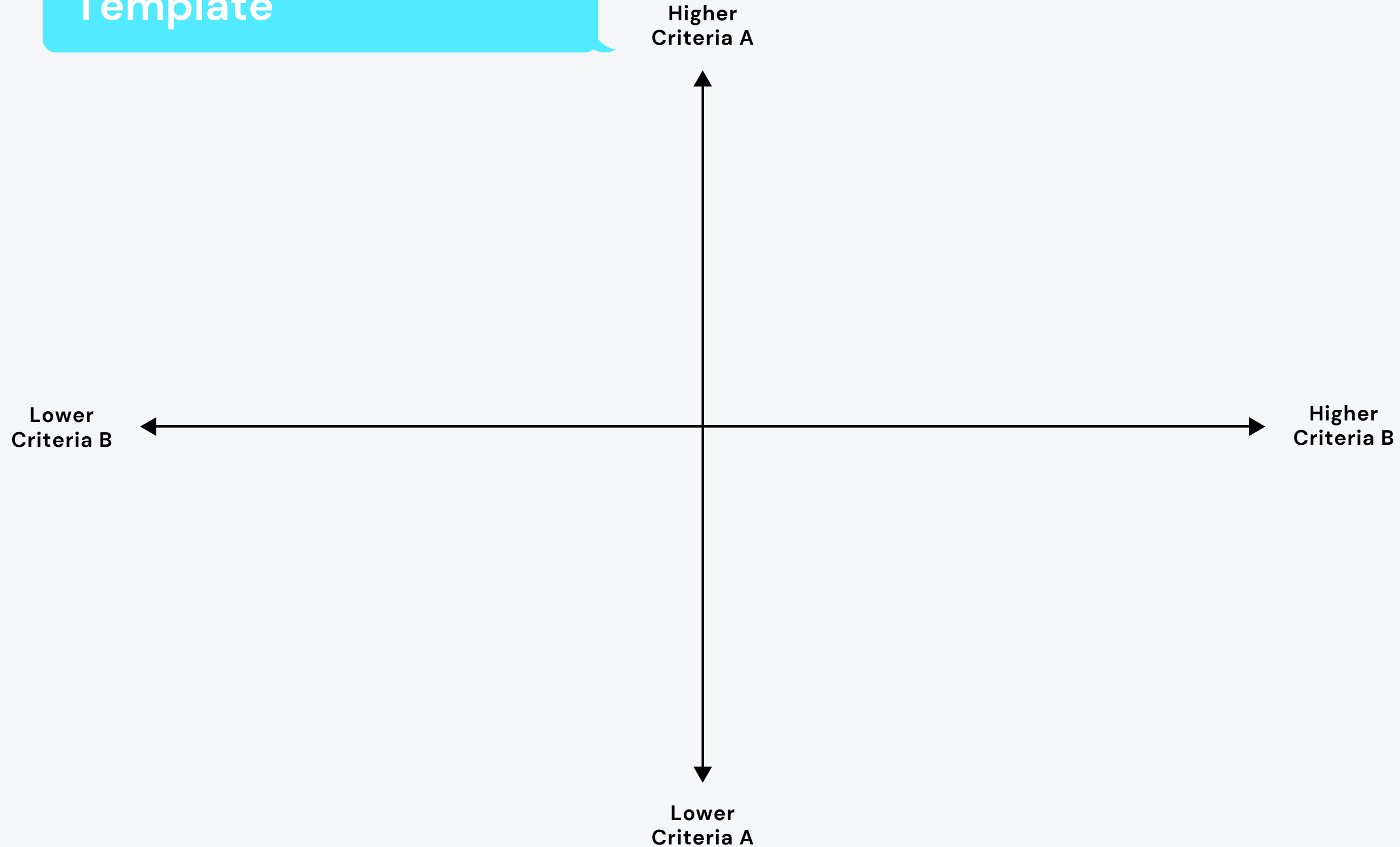
Changes To Make

Engagement Analysis

7P COMPETITIVE ANALYSIS TEMPLATE

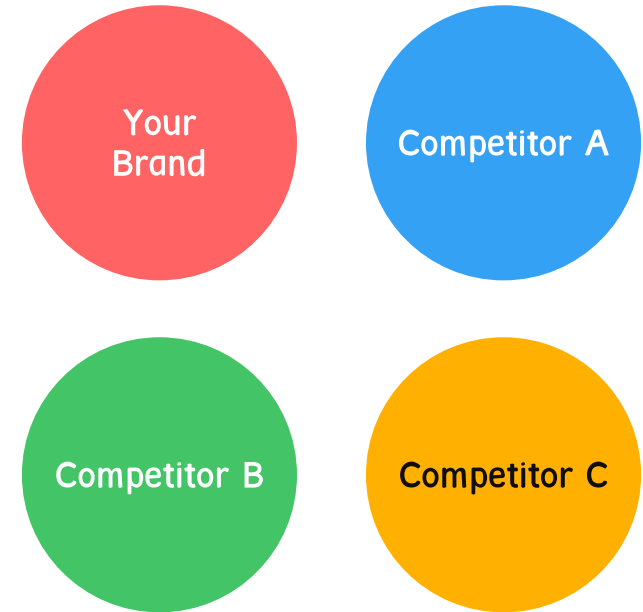
7P'S	MY COMPANY	COMPETITOR #1	COMPETITOR #2	COMPETITOR #3
PRODUCT				
PRICE				
PLACE				
PROMOTION				
PEOPLE				
PROCESS				
PHYSICAL EVIDENCE				

Competitive Matrix Template



1

Label each circle with the brands you're comparing.

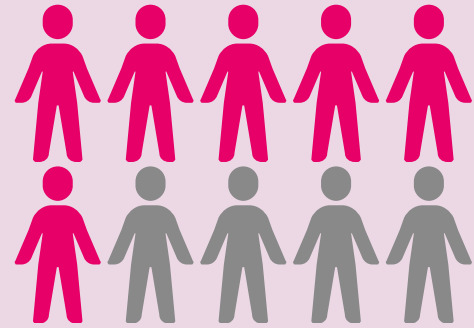


2

Drag each circle into the grid, estimating where they rank based on Criteria A and Criteria B.

Competitor Research Template

FOLLOWER GROWTH COMPARISON



Competitor	New Followers
Competitor A	180
Competitor B	150
Competitor C	220
Our Brand	250

ENGAGEMENT RATE COMPARISON

Competitor A



Competitor B



Competitor C



Our Brand



POLITICS

ECONOMY

SOCIETY

TECHNOLOGY

ENVIRONMENT

LAW

P

E

S

T

Fiscal policy

GDP

Demographic variables

Technological access

Government activity

Employment rate

Cultural factor

Infrastructure

Conflicts / help

Exchange rate

Religion

Research

Taxes

Inflation

Lifestyle

Technology trends

Taxes

Income level

Education level

Technology trends

COMPETITOR ASSESSMENT TEMPLATE



YES

NO

Comparative Analysis Template

	Your Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Criteria A	short description of criteria A in your company				
Criteria B	short description of criteria B in your company				
Criteria C	short description of criteria C in your company				
Criteria D	short description of criteria D in your company				
Criteria E	short description of criteria E in your company				

Marketing Competitive Analysis Template

	MY COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	COMPETITOR 4
PRODUCT SERVICE					
FINANCIAL RESOURCES					
MARKET SHARE GROWTH					
STRATEGIES					
BUSINESS MODEL					