

COMPETITOR ANALYSIS WORKSHEET

	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	YOUR BUSINESS
General Info				
website				
Social Media				
Years in Business				
Product/Service				
Delivery				
Positioning				
target market				
USP				
Features				
#1				
#2				
#3				
Benefits				
#1				
#2				
#3				
SWOT				
strengths				
weaknesses				
opportunities				
threats				