# Competitor Analysis

**Competitor Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

What customers does this competitor target in particular? ………………………………..

What are the hourly rates, or price per unit? ……………………….……………………………..

Do they offer any special pricing, discounts or pricing packages? ……………………….

What image is this competitor trying to convey? ………………………………………………… ……………………….……………………….……………………….…………………………………………………….

Do they have an area of specialty or a particular niche? …………………………………....

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Do they offer any services that I don’t? ……………………………………………………………….

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Does this competitor seem to be doing well? ………………………………………………………

How long has this competitor been around? ……………………………………………………….

How many employees do they have? …………………………………………………………………..

How savvy is this competitor in regards to technology? ……………………………………

Is this competitor active in social media? …………………………………………………………..

What distribution networks does this competitor have? ……………………………………

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What are the likely competitive advantages that this competitor has? ……………

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