

**COMPETITIVE INTELLIGENCE WORKSHEET ON COMPANY:**

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<b>Background Information</b>	<b>Years in business</b>
	<b>Customer base</b>
	<b>Market share</b>
	<b>Products and services</b>
<b>Competitive Analysis:</b>  <b>Assessment of this competitor's strengths or weaknesses compared to your business</b>	<b>Brand awareness and strength</b>
	<b>Responsiveness to customer wants and needs</b>
	<b>Products and pricing</b>
	<b>Competence and expertise</b>
	<b>Customer convenience and experience</b>
	<b>Reputation, reviews, and ratings</b>
	<b>Research, development, and growth plans</b>

<b>Competitive Opportunities:</b>  <b>List of actions that would attract this competitor's customers to your business</b>	<b>Develop brand awareness and strength</b>
	<b>Develop products and pricing strategies</b>
	<b>Hire and train staff; develop competence and expertise</b>
	<b>Improve customer convenience and experience</b>
	<b>Improve reputation, reviews, and ratings</b>