



Competitive Analysis

Market	Company	Location	Annual Sales	Products	Market Strategy	Strengths	Weaknesses
	My Company						
	Competitor 1						
	Competitor 2						
	Competitor 3						

	Competitor 4						
	Competitor 5						

Competitive Analysis Explanation

The purpose of the competitive analysis is to identify size, go-to market strategy, strengths and weaknesses (per product or service) for each key competitor. This information can then lend itself to creating Strategic Deployment Initiatives (SDI's) that populate the Single-Page Plan. For most organizations you should only review your top 2 or 3 competitors. If you have multiple product or market sectors that you serve, our recommendation is to do a competitive analysis on the top sectors.

When populating the competitive analysis, be sure to not only look at your competitors from your point of view, but also look at them from the customer's point of view.

There are several key deliverables from the competitive analysis once you group your competitors by market, product or service offering.

- Determine the strengths and weaknesses of competitors then strategize what barriers can be raised to prevent competitors from infiltrating markets.
- Determine what gaps exist, whether it be products or services, that can be developed by the company and added to what is already sold. This can further block out competitors and can help in adding value to customers that may garner higher margin.
- Determine what key assets or skills competitors have that make them successful and what they lack. By studying this, there will be a better determination of what key assets and skills your company needs in order to grow. These, in turn, can become your next SDI's.
- Every organization has its "secret sauce" or what is most commonly known as their differentiator. Find what works really well for you and how it is unique, different or simply better than the competition. Come up with a game plan on identifying, improving or enhancing your secret sauce.
- Last, always remember that a competitive analysis shouldn't be a once a year event. In a culture of growth, competitive analysis is something that is done (formally or informally) constantly. Therefore it's important to train both inside and outside staff to not only be product or service experts, but also to be gathering information from customers on what competitors are doing in the market and what needs exist that aren't currently being fulfilled. These can become initiatives that propel growth. Never underestimate the market intelligence that your valued clients are willing to share with you or even about you.