

# COMPETITOR ANALYSIS

## Competitor Details

*Business Name*

*Location*

*Website*

*Social Media*

## Competitor Analysis

*What are your competitors selling? Look at what they're offering, how good it is, and how much they charge.*

*How your competitors set their prices? Look for discounts or special deals they have.*

*What do your competitors do really well? This could be technology, brand, or something else.*

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*How do they talk about themselves? What do they say makes them unique?*

*How do they advertise their products? Where do they advertise and what kind of messages do they use?*

*Read their customer reviews: Check out what customers have said about your competitors on platforms like TrustPilot, Google, or social media. Look for common complaints or issues.*

*How do they sell? How do your competitor get their products to customers, whether through stores, websites, or other businesses.*

*What are they doing now? Stay updated on any new things your competitors are doing, like new products or big promotions.*

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## SWOT Analysis

### Strengths:

*List the competitor's strong points.  
What are they good at?  
What advantages do they have over others?  
What resources, skills, or assets do they possess?*

### Weaknesses:

*Identify areas where the competitor may be lacking.  
What are their vulnerabilities?  
What do they struggle with?  
Are there aspects they could improve?*

### Opportunities:

*Identify external factors or opportunities that the competitor could benefit from.  
What market trends or changes could they leverage?*

### Threats:

*List external factors or threats that could negatively impact the competitor.  
What challenges do they face?  
Are there competitive pressures or market risks?*

*Write a brief summary or analysis based on the information gathered:*