

Competition Evaluation Worksheet

1. Competitor:

2. Location:

3. Products or services offered

4. Methods of distribution:

5. Image:

Packaging:

Promotional Materials:

Methods of Advertising:

Quality of Products or Service:

Reputation:

6. Pricing Structure:

7. Business History and Current Performance:

8. Market Share: (number, types and location of customers)

9. Strengths: (Competitor's strengths must become your strengths as well)

10. Weaknesses: (their weaknesses should help you identify ways to make your business unique and create additional benefits for your customer)