**EXERCISE: Competitor Analysis**

For each of your key competitors make a note of the main characteristics. Compare your business against these competitors – how well do you match up?

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| --- | --- | --- | --- |
|  | **Competitor 1** | **Competitor 2** | **Competitor 3** |
| Products / Services |  |  |  |
| Turnover / Market Share |  |  |  |
| Pricing |  |  |  |
| Distribution Methods |  |  |  |
| Major Customers |  |  |  |
| Customer Service |  |  |  |
| What do their customers think of them? |  |  |  |