

Outline of Competition Profile

1. Cover Page

- Name of Company
- Name of Team Members
- Graphic (optional)

2. Competitors

- List the competitors

Source: Phone book, Internet, Industry Journals, newspapers, Chamber of Commerce

Format: Bullet point

3. Description of competitors

- What Products are offered by competitors?
- What are the prices and price strategies used by competitors?
- Where are the competitors located?
- How do they get their products to the customer?
- How do they communicate the features, benefits, pricing, specials of the products/ services offered?
- Describe the personnel used (skills, training, culture)
- How does the personnel treat the customer

Source: Site visits, phone calls, customer surveys, internet, talk with customers, talk with competitor staff and management.

Format: Bullet point

4. Comparison with Competitors

- Compare how the competitors meet the industry success factors relative to what you plan to offer.
- Use competitor matrix format

Source: Site visits, phone calls, customer surveys, internet, talk with customers, talk with competitor staff and management.

Format: Bullet point and matrix

5. Write a brief Analysis

- Who is your strongest competitor(s)?
- Describe why they are your strongest competitor(s).
- Describe how you will be different.

Format: Paragraph format