

Competition Analysis Template

What organizations will compete with you?

ORGANIZATION

REASONING

Will they compete with you across the board, or just for certain customers, or in certain locations?

Will you have important indirect competitors?

ORGANIZATION

REASONING

How will your programs or services compare with the competition?

Use the **Competitive Analysis** table below to compare your organization with your two most important competitors. In the first column are key competitive factors. Since these vary from one industry to another, you may want to customize the list of factors.

In the column labeled **Me**, state how you honestly think you will stack up in customers' minds. Then check whether you think this factor will be a strength or a weakness for you. Sometimes it is hard to

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analyze our own weaknesses. Try to be very honest here. Better yet, get some disinterested strangers to assess you. This can be a real eye-opener. And remember that you cannot be all things to all people. In fact, trying to be causes many business failures because efforts become scattered and diluted. You want an honest assessment of your firm's strong and weak points.

Now analyze each major competitor. In a few words, state how you think they compare.

In the final column, estimate the importance of each competitive factor to the customer. 1 = critical; 5 = not very important.

Table 1: Competitive Analysis

FACTOR	Me	Strength	Weakness	Competitor A	Competitor B	Importance to Customer
Programs						
Values						
Quality						
Selection						
Services						
Reliability						
Stability						
Expertise						
Reputation						
Location						
Appearance						
Best Practices						
Policies						
Advertising						
Image						

Now, write a short paragraph stating your competitive advantages and disadvantages.