|  | **OUR COMPANY** | **COMPETITOR 1** | **COMPETITOR 2**  | **COMPETITOR 3** | **COMPETITOR 4** |
| --- | --- | --- | --- | --- | --- |
| Company Profile (date founded, location, size) |  |  |  |  |  |
| Key Competitive Advantage | *e.g. more qualified product* | *e.g. low pricing strategy* | *e.g. stronger brand* | *e.g. bigger distribution* | *e.g. more qualified product* |
| Market Share |  |  |  |  |  |
| Target Market / Audience |  |  |  |  |  |
| Marketing & Network Strategy |  |  |  |  |  |
| Main Activity (products & services) |  |  |  |  |  |
| Pricing, Offers, Promotions |  |  |  |  |  |
| Distribution Channels |  |  |  |  |  |
| Quality |  |  |  |  |  |
| Strengths |  |  |  |  |  |
| Weaknesses  |  |  |  |  |  |
| Opportunities |  |  |  |  |  |
| Threats |  |  |  |  |  |