

Competitive Analysis - Worksheet

By: **Celine Roque**. Reference: **Source Tutorial**.

Start by listing at least three of your main competitors. These are the businesses or people who provide a similar product or service to yours.

Write a brief overview of the competitor's business and why you think they're a competitor. Now analyze each part of their business. Refer to the [source tutorial](#) on Envato Tuts+ for details.



	Competitor 1	Competitor 2	Competitor 3
Overview			
Target Customers			

	Competitor 1	Competitor 2	Competitor 3
Pricing of Products and Services			
Marketing Strategy (Online)			
Marketing Strategy (Offline)			
Competitive Advantage			
Strengths			
Weaknesses			

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