

Competitive analysis matrix

It is very important for any business to figure out the competitive landscape it is operating in. The following matrix allows you to do just the same. To undertake a competition analysis, firstly narrow down all the factors that are important in your particular industry (some examples are given). Next, note down all your main competitors. Then as given in the template, for each factor note down how your company fares against the competition. After you're done, undertake a detailed analysis of the consolidated table and figure out the best way forward!

Steps

1. Input actual data or enter a number on a scale from 1-10 based on how good that factor is for the particular company
2. Use the consolidated table to figure out the competitive landscape

FACTOR	YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Price				
Quality				
Unique features				
Market share				
Customer support				