

# Competitive Analysis Worksheet

## 1. Your Unique or Competitive Advantages

Why will customers buy from you instead of other options?

--

## 2. Direct Competitors List who provides essentially the same product/service.

Name	Their Strengths/Weakness	Your Advantage

**3. In-Direct Competitors** List who solves similar needs or problems.

Ex: Netflix is an indirect competitor to traditional movie theatres. So who can 'spend' your customer's money that otherwise would have been spent on your business offerings?

Name or Description

**4. Online Competitors** Regardless if you have an online business or not, list online options that might solve your customer needs or provide links to competitors.

Website	Description

**5. Non-Traditional Competitors** Consider nonprofits, government agencies and volunteers that might satisfy customer needs. Ex:K4 classes compete with childcares. Free/low cost parks programs offer yoga classes and financial planning. Colleges offer engineering, marketing, software services.

Name or Description	Threat/Weaknesses