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

RapidBplan.com rbp-008 rev Jan 2014

	y that otherwise would have				spend' your custom
Name	or Description				
	_				
	_				
	ne Competitors Regard				st online options tha
	solve your customer needs	or provide lin	·		
Website			Descrip	ition	
	Traditional Competite	ors Consider	nonprofits, gov	ernment agencie	es and volunteers th
Non-	· maunionai Compenic			hildcares. Free/lo	
might	satisfy customer needs. Ex		•		
might offer y	satisfy customer needs. Exyoga classes and financial p	olanning. Colle	eges offer engi	_	ng, software service
might offer y	satisfy customer needs. Ex	olanning. Colle	•	_	ng, software service
might offer y	satisfy customer needs. Exyoga classes and financial p	olanning. Colle	eges offer engi	_	ng, software service
might offer y	satisfy customer needs. Exyoga classes and financial p	olanning. Colle	eges offer engi	_	ng, software service
might offer y	satisfy customer needs. Exyoga classes and financial p	olanning. Colle	eges offer engi	_	ng, software service
might offer y	satisfy customer needs. Exyoga classes and financial p	olanning. Colle	eges offer engi	_	ng, software service