READY-TO-USE COMPETITIVE ANALYSIS TEMPLATE

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What Information to Collect on Your Competitors? "Checklist"

Try to achieve a comprehensive understanding of your competitors' products and services to compare them to your own. To be organized, prepare a checklist of what kind of data you have to search for and gather about your competitors.

There are 5 main groups of data about your competitors that should be gathered:

1. Data about Products and Services
2. Data about Pricing and Sales
3. Data about Suppliers and Shipping
4. Data about Positioning and Branding
5. Data about Marketing Efforts

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What Information to Collect on Your Competitors? "Checklist"

1. Data about Products and Services

- ❑ What product categories and services do they provide?
- ❑ How is the quality in your opinion?
- ❑ What are the key features of each product/service?
- ❑ What features do you like or dislike?
- ❑ Do your competitors sell products online only or online and in-store as well?
- ❑ If they have a website, how do they display their products?
- ❑ How detailed do they describe their products/services?
- ❑ What information do they include and what information do they miss?

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What Information to Collect on Your Competitors? "Checklist"

2. Data about Pricing and Sales

- ❑ What are the prices of products and services?
- ❑ What are their pricing strategies?
- ❑ What are the competitors' past and current pricing strategies?
- ❑ If competitors sell online and in-store, do their pricing strategies differ?
- ❑ Do they bundle products for a single price?
- ❑ Do they discount their products/services?
- ❑ Do they provide volume sales or one-off purchases?
- ❑ What is each competitor's market share?
- ❑ What are their revenues and total sales volume each year?
- ❑ What is each competitor's financial situation?
- ❑ Cash flow or reserves? What does the sales process look like?
- ❑ Do they have partner reselling programs?
- ❑ How involved is a salesperson in the sales process?
- ❑ What are their customers' reasons for not buying? Are they expanding or scaling down?

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What Information to Collect on Your Competitors? "Checklist"

3. Data about Suppliers and Shipping

- ❑ What is their distribution system like?
- ❑ Who are their suppliers? Do they respond to consumer preferences?
- ❑ What are their marketplace models or inventory models?

4. Data about Positioning and Branding

- ❑ What is their unique selling proposition?
- ❑ What are their target markets?
- ❑ What are their customers' needs?
- ❑ What are customers really buying from them? Are they going for lifestyle or value?
- ❑ What makes their product or service unique in their opinion?
- ❑ What benefits and features do they highlight the most?

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What Information to Collect on Your Competitors? "Checklist"

5. Data about Marketing Efforts

- ❑ How are they advertising/marketing their business?
- ❑ Do they use paid marketing strategies or depend on free options only?
- ❑ Do they have a media kit?
- ❑ Do they have a website?
- ❑ Do they have a blog?
- ❑ How do they engage with their customers?
- ❑ Do they publish buying guides and data sheets?
- ❑ How solid are their product photography, graphics, and design?

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COMPETITIVE ANALYSIS TEMPLATE

Executive Summary

(write down a brief of your business)

Why conduct this analysis

(write down the question you are trying to answer or the goal of this analysis)

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COMPETITIVE ANALYSIS TEMPLATE

	Your Company	Competitor 1	Competitor 2	Competitor 3
Competition Category (Direct, Indirect, Potential)				
Brand Name				
Company Type				
Domain Name				
Mission				
Vision				
Value Proposition				
Brand Traits				
Number of Employees				
Target Market				

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COMPETITIVE ANALYSIS TEMPLATE

	Your Company	Competitor 1	Competitor 2	Competitor 3
Products / Services				
Quality of Products				
Pricing & Costs				
Sales Channel				
Financial Situation				
Marketing Strategies (Online)				
Marketing Strategies (Offline)				
Annual Revenue				

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SWOT ANALYSIS

Strengths

	Your Company	Competitor 1	Competitor 2	Competitor 3
What are your business advantages?				
What are your core competencies?				
Where are you making the most money?				
What are you doing well?				

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SWOT ANALYSIS

Weaknesses

	Your Company	Competitor 1	Competitor 2	Competitor 3
What areas are you avoiding?				
Where do you lack resources?				
What are you doing poorly?				
Where are you losing money?				
What needs improvement?				

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SWOT ANALYSIS

Opportunities

	Your Company	Competitor 1	Competitor 2	Competitor 3
Any beneficial trends?				
Niches that competitors are missing?				
New technologies?				
New needs of customers?				

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SWOT ANALYSIS

Threats

	Your Company	Competitor 1	Competitor 2	Competitor 3
Obstacles to overcome?				
Aggressive competitors?				
Successful competitors?				
Negative economic conditions?				
Government regulation?				
Changing business climate?				
Vulnerabilities?				

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ExpandCart is the largest eCommerce enabler in the Middle East

10+

Years of experience in eCommerce

10,000+

Online stores in over 40 countries

27+

Million US dollars of sales processed on our online stores

6000+

Features tailored especially to your eCommerce business needs

- World-class cloud servers
- Launch My Store service
- Award-winning customer support
- Unlimited, up-to-date integrations
- Bank-grade server security
- Android & iOS mobile apps

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