

# Competitive Analysis

|                      | Your product etc. | Competitor 1 | Competitor 2 | Competitor 3 | Competitor 4 | Competitor 5 |
|----------------------|-------------------|--------------|--------------|--------------|--------------|--------------|
| Product/service      |                   |              |              |              |              |              |
| Marketing strategies |                   |              |              |              |              |              |
| Profitability        |                   |              |              |              |              |              |
| Strengths            |                   |              |              |              |              |              |
| Weaknesses           |                   |              |              |              |              |              |

