

Competitive Analysis

Step 1: Identify your three major competitors:

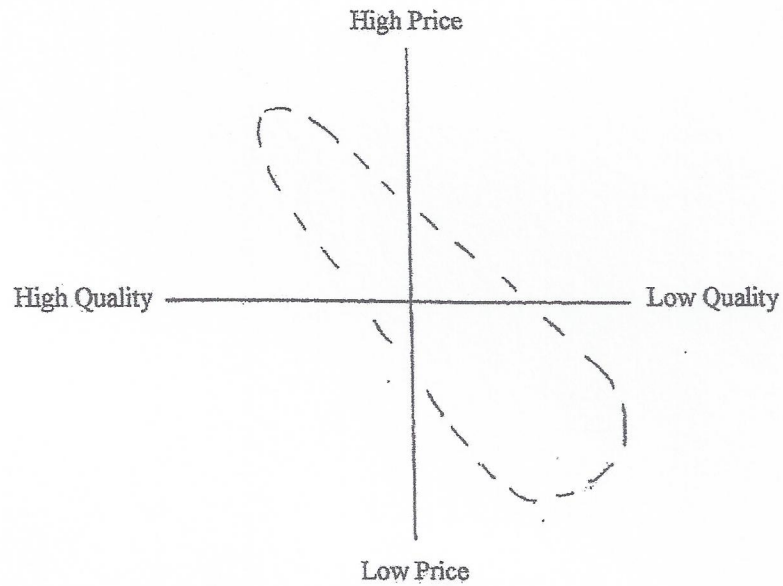
A: _____
B: _____
C: _____

Steps 2 & 3: Compare your business to the competition and prioritize.

Factors	You	A	B	C	Priority
Products	_____	_____	_____	_____	_____
Price	_____	_____	_____	_____	_____
Quality	_____	_____	_____	_____	_____
Product selection	_____	_____	_____	_____	_____
Customer service	_____	_____	_____	_____	_____
Product service	_____	_____	_____	_____	_____
Reliability	_____	_____	_____	_____	_____
Expertise	_____	_____	_____	_____	_____
Image/Reputation	_____	_____	_____	_____	_____
Location	_____	_____	_____	_____	_____
Layout	_____	_____	_____	_____	_____
Appearance	_____	_____	_____	_____	_____
Sales methods	_____	_____	_____	_____	_____
Credit policy	_____	_____	_____	_____	_____
Availability	_____	_____	_____	_____	_____
Management	_____	_____	_____	_____	_____
Longevity/Stability	_____	_____	_____	_____	_____
Advertising	_____	_____	_____	_____	_____

Step 4: List changes you can make to improve your competitive position:

Market Positioning



Market Positioning:	Wal-Mart	Nordstrom's
1. Product Quality:	Modest Quality	Better Quality
2. Price Point:	The Lowest Price	Higher Prices
3. Promotional Focus:	Price Discount	Quality, Status, Durability
4. Personnel Training:	Very Little	Product / CS training
5. Location Advantage:	Efficiency Focus	Convenience Focus