



Competitor Assessment

To demonstrate open space for competition or differentiation. Acts as a dashboard to get a lot of information one place.

Criteria	Assessment	Competitor 2	Competitor 3	Organization	Comparison
Product Identity	Identify the products (goods)	•	•	•	•
Product Strategy	What are the features/attributes of the product?	•	•	•	•
Product Quality	How does the product rank for quality: premium, moderate or economic?	•	•	•	•
Benefits	How does the good/service meet the customer's needs?	•	•	•	•
Price Strategy	What does the pricing structure look like?	•	•	•	•
Promotion Strategy	What type of promotional strategies are being used?	•	•	•	•
Placement Strategy	How is the good/service placed or distributed to the customer/user?	•	•	•	•
Management Capability	What is unique about the leadership or management capability?	•	•	•	•
Market Share	What is the share of the market?	•	•	•	•
Business-Unit Strategy	Is this a low-cost producer, a premium differentiator or a niche market producer and to what segments?	•	•	•	•
Core Capability	What are the organizations core competencies?	•	•	•	•
Competitive Advantage	What does the organization offer that is unique?	•	•	•	•

Commentary: