**Competitor profile chart**

**TEMPLATE**

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# Competitor profile chart

Create a profile for each of your competitors by adding brief notes in the fields below.

| Key factors | Competitor A | Competitor B | Competitor C |
| --- | --- | --- | --- |
| Business profile  (e.g., history, locations, employees, customers) |  |  |  |
| Products and services  (e.g., range, distribution and brands) |  |  |  |
| Pricing model  (e.g., prices and payment options) |  |  |  |
| Customer service  (e.g., standards, reputation and online ratings and reviews) |  |  |  |
| Supply chain  (Whose products do they sell? Are they an exclusive distributor?) |  |  |  |
| Brand difference  (What gives them an advantage – are they the cheapest, fastest, biggest, etc.?) |  |  |  |
| Marketing approach  (Their channels and messages. Review their social media, website, and presence in local media.) |  |  |  |

**Your next step:** Continue to evaluate competitors and use this information to identify gaps in the market and enhance your marketing strategy.