**Competitor Profiling**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Competitor One | Competitor Two | Competitor Three | My Business |
| Factor |  |  |  |  |
| Uniqueness |  |  |  |  |
| Quality |  |  |  |  |
| Price |  |  |  |  |
| Service |  |  |  |  |
| Convenience |  |  |  |  |
| Reputation |  |  |  |  |
| Location |  |  |  |  |
| Marketing |  |  |  |  |
| People |  |  |  |  |
| Costs |  |  |  |  |
| Financial resources |  |  |  |  |
| Manufacturing scale |  |  |  |  |
| R&D activity |  |  |  |  |
| Product range |  |  |  |  |
| Design |  |  |  |  |