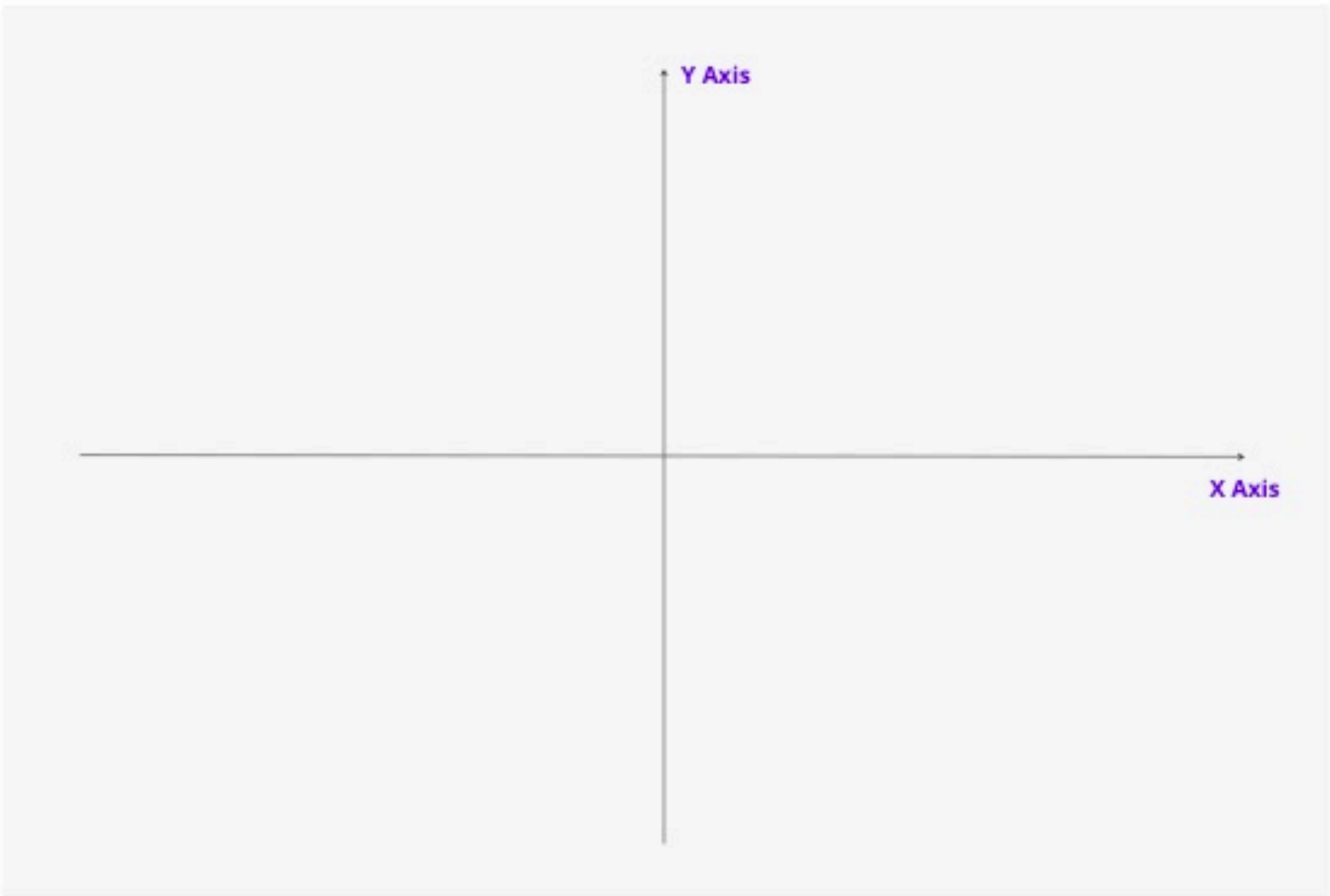


Competitor Analysis

Step 01

Define your matrix first, if can be product & service characteristics,channels, technologies, design style, brand positioning, etc. depending on the nature of the market.



Step 02

Map them on the matrix, look at each area, and ask the following questions:

- Which player belongs to where and why?
- What are the key characteristics of each quadrant? What do they have in common?
- Where are we in this Matrix and why?
- Which quadrant do we want to be in and why?
- What are the gaps to close to get into the desired quadrant?
- What else can we learn from this matrix?



Summarise all your answers and write insight statements/key take aways.

Step 03 (optional)

Go back to step 01 and see whether there are other meaningful metrics to define and complete the rest of steps.

