

	[YOUR COMPANY]	[COMPETITOR #1]	[COMPETITOR #2]	[COMPETITOR #3]
Overview & profile				
Competitive Advantage				
Target Market				

	[YOUR COMPANY]	[COMPETITOR #1]	COMPETITOR #2	[COMPETITOR #3]
MarketShare				
Marketing Strategies				
Products& Services				

	[YOUR COMPANY]	[COMPETITOR #1]	COMPETITOR #2]	[COMPETITOR #3]
Pricing&Costs				
Distribution Channels				
Strengths				

	[YOUR COMPANY]	[COMPETITOR #1]	COMPETITOR #2	[COMPETITOR #3]
Weaknesses				
Opportunities				
Threats				