

The Competition and Your Competitive Advantage

Complete the following list for each competitor in your market area.

(Pick up your list from Worksheet 2)

Company _____

Products/services _____

Market area _____

Sales volume *(your best guess)* _____

Market share *(your best guess)* _____

Distinguishing product or service characteristics *(What do they do better than others? Consider quality, variety, customer service, environmental impact, reliability, etc.)* _____

Greatest strengths *(financial resources, key employees, location, distribution network, etc.)* _____

Greatest weaknesses *(poor management, heavy debt load, etc.)* _____

Your biggest advantage compared with this company _____

How can you exploit your competitive advantage? _____

