

COMPETITOR ANALYSER

Understanding what your competitors are doing is a great way to test some assumptions. Are they thinking the same as you? Are they addressing the same problems? It's also a helpful approach to spot the opportunities; what are they missing? How might they improve?

The Competitor Analyser is a simple one-page chart that will help you generate a high-level analysis of your competitors. Use one page per company. After you have finished using the tool take time to reflect.

TOP TIPS

- Identify who your competitors are for your product/service
- Do one canvas per competitor
- Use a variety of resources to research
 - What the company says about themselves
 - What others say about them
 - The facts about their organisation
 - The products/services they offer
- Aim for 3-4 bullet points per section
- If you don't have the information, leave the box blank

COMPETITOR ANALYSER

COMPANY NAME:

Mission/vision

Company size

Products/services

Customer segments

Business model

Price

Culture

Unique value proposition

Finance & profitability

Customer experience

Customer base