

**Analyze the Competition**

The following answers should be included in your Marketing Plan.

1. State the strengths and weaknesses of your top three competitors and how you compare in these categories:

| Features  | Competitor #1 | Competitor #2 | Competitor #3 | You |
|---|---------------|---------------|---------------|-----|
| Price/Value   |               |               |               |     |
| Quality and Customer Service                        |               |               |               |     |
| Location/<br>Convenience/<br>Ease of Doing Business |               |               |               |     |
| Reputation  |               |               |               |     |
| Market Niche(s)                                     |               |               |               |     |
| Web Presence/<br>Ease of Use of Website             |               |               |               |     |

2. Are there any indirect or secondary competitors who may impact your success?
3. If applicable, what is your window of opportunity to enter the market?
4. What barriers to market may hinder you (i.e. changing technology, high investment cost, lack of quality personnel)?