

List your company name and the names of your competitor's across the top of the chart. Enter the data to describe each dimension of competition. Edit the dimensions if desired before beginning your competitive analysis.

## COMPETITIVE ANALYSIS TEMPLATE

	ENTER MY COMPANY	ENTER COMPETITOR	ENTER COMPETITOR	ENTER COMPETITOR	ENTER COMPETITOR
PRODUCTS/SERVICE	Enter data from my company to describe this dimension	Enter data from competitor to describe this dimension	Enter data from competitor to describe this dimension	Enter data from competitor to describe this dimension	Enter data from competitor to describe this dimension
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STRENGTHS					
Weaknesses					

# Competitive Analysis

**Terry C. Jones**



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