competition

	COMPETITOR'S ATTRIBUTES:	
	Competitor Name:	Major Strength:
	Owner(s): Date Started: / /	
	Size: (sales levels / # of employees)	Major Weakness:
	Key Uniqueness:	

	Products and Services: What are this competitor's products?	features and benefits
		uniqueness
		quality
		selection
		customer service / reputation
		knowledge and expertise
	Pricing: How does this competitor charge for it products and services?	level of pricing (high, moderate, low)
		credit policy (variety of ways to pay?)
	Promotion: How does this competitor promote its products and services and what is their message?	selling methods and sale promotions
		advertising media
		advertising message
		public relations
	Place: Where and how does this competitor sell their products and services?	location
		merchandising
		distribution (how does the product get into the hands of the customer)
		delivery
	General Characteristics:	Why do customers currently buy from this competitor?
		What makes our products and services distinctly unique from this competitor's offerings?
		Why would a customer leave this competitor to become our customer?
		What need do we fill for a customer that this competitor is currently not providing?