

## Competitor analysis master checklist

This checklist is designed to make sure you've covered all the bases for competitor analysis.

Create a complete overview of what your competition is doing so you can understand your product's unique value proposition and see what makes it stand out in a crowd.

Your company	Competitor #1	Competitor #2	Competitor #3
<b>Product</b>			
<b>Market share</b>			
<b>Growth rate</b>			
<b>Target audience</b>			

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**Pricing structure**

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**Marketing strategies**

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**Customer satisfaction**

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**Strengths**

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**Weaknesses**

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**Key advantage**

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