Worksheet

Learning task 2

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **YOU**  INSERT HERE | **1st COMPETITOR**  INSERT HERE | **2nd COMPETITOR**  INSERT HERE | **3rd COMPETITOR**  INSERT HERE |
| **PRODUCT**  What are the features/attributes? |  |  |  |  |
| **TARGET MARKET**  Who are you/they catering to? |  |  |  |  |
| **BENEFITS**  What can the product offer/deliver? |  |  |  |  |
| **USP/Point of Difference**  How does the business differ from its competitors? |  |  |  |  |
| **PRICING**  How much does the product costs? |  |  |  |  |
| INSERT OTHERS |  |  |  |  |
| INSERT OTHERS |  |  |  |  |
| **STRENGTHS**  What do you/they do well? |  |  |  |  |
| **WEAKNESSES**  What are the areas you/they need to improve |  |  |  |  |

Once we have completed the table, you will need to assess your competitors and determine the opportunities and threats to your business.

|  |  |
| --- | --- |
| **OPPORTUNITIES**  How can you take advantage of our competitors’ weaknesses? |  |
| **THREATS**  Can our competitors’ current and future products replace us completely? |  |