Worksheet

Learning task 2

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|  | **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.

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