

Direct Competition Worksheet

Direct competition refers to anyone in your local market who essentially offers the same products or services. By evaluating your competition, we'll be able to determine what areas you excel at.

Using the attached worksheet, list 5 of your direct competitors and then rate them on the comparisons.

For the comparisons, use a scale of 1-5, where 1 is the lowest and 5 the highest. Make sure to compare the important features, benefits, strengths and weaknesses of your company with your competition.

If you are unsure, leave the field blank or use N/A where applicable.

Please feel free to add any additional information you may have about your competition.

Direct Competition Worksheet

Comparison	Competitor #1	Competitor #2	Competitor #3	Competitor #4	Competitor #5
Competitor URL (if possible)					
Product or Service					
Quality					
Selection					
Price					
Other					
Location and Appearance					
Traffic					
Physical Appearance					
Visibility					
Convenience Factors					
Other					
Added Value Factors					
Experience					
Reputation					
Stability					
Other					
Marketing Activities					
Advertising					
Incentives					
Other					