

Diagram

COMPETITIVE ANALYSIS FRAMEWORK

		Competitor 1	Competitor 2	Competitor 3	Competitor 4
Company Specific	# of Employees	Type you text here	Type you text here	Type you text here	Type you text here
	Founded	Type you text here	Type you text here	Type you text here	Type you text here
	Funding	Type you text here	Type you text here	Type you text here	Type you text here
	Investors	Type you text here	Type you text here	Type you text here	Type you text here
	Acquisitions	Type you text here	Type you text here	Type you text here	Type you text here
	# of Customers	Type you text here	Type you text here	Type you text here	Type you text here
	Strengths and weaknesses	Type you text here	Type you text here	Type you text here	Type you text here
Target Customer / Message	Products	Type you text here	Type you text here	Type you text here	Type you text here
	Primary Buyer / Decision Maker	Type you text here	Type you text here	Type you text here	Type you text here
	Secondary Buyer	Type you text here	Type you text here	Type you text here	Type you text here
	Target customer	Type you text here	Type you text here	Type you text here	Type you text here
	Messaging	Type you text here	Type you text here	Type you text here	Type you text here
Product Specific	Product features	Type you text here	Type you text here	Type you text here	Type you text here
	Pricing	Type you text here	Type you text here	Type you text here	Type you text here
	Free experience before buying	Type you text here	Type you text here	Type you text here	Type you text here
	Customers	Type you text here	Type you text here	Type you text here	Type you text here
	Product strength	Type you text here	Type you text here	Type you text here	Type you text here
	Product weakness	Type you text here	Type you text here	Type you text here	Type you text here
	Customer reviews	Type you text here	Type you text here	Type you text here	Type you text here
Positioning	How to win?	Type you text here	Type you text here	Type you text here	Type you text here
	Why Customer should chose us	Type you text here	Type you text here	Type you text here	Type you text here