office printable .com

COMPETITOR SWOT ANALYSIS

YOUR BUSINESS	COMPETITOR A	COMPETITOR B	COMPETITOR C	DATE	PREPARED BY

	YOUR BUSINESS	COMPETITOR A	COMPETITOR B	COMPETITOR C
Strengths				
Weaknesses				
Opportunities				
Threats				

Score each business 1 (poor) to 5 (best)

What customers compare	You	A	B	C
Price / value				
Quality				
Customer service				
Location / hours				
Range of products or services				
Website, app, booking				
Total score				

WHERE WE WIN

WHERE THEY WIN, AND THE GAPS WE WILL CLOSE