

Competitor Profile Template

Basic Information

Competitor Name

Website

Industry/Category

Location

Product / Service Overview

Summary of key products/services

Market Positioning

Target audience(s), positioning statements, USPs

Pricing Strategy

Describe pricing models

Marketing & Sales Channels

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SWOT Analysis

Strengths

-

Weaknesses

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Opportunities

-

Threats

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Recent Activities / Key Moves

Notes on new campaigns, product launches, etc.