

# Competitor Profile Template

## Basic Information

Competitor Name

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Website

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Industry/Category

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Location

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## 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

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Weaknesses

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Opportunities

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Threats

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## **Recent Activities / Key Moves**

Notes on new campaigns, product launches, etc.