

Market Positioning Competitor Analysis Sample

1. Objective

Provide a structured view of primary competitors and their market positioning to identify opportunities and differentiators for our brand.

2. Key Competitors & Profiles

Competitor	Overview	Market Share (%)	Target Audience
Alpha Corp	Technology-focused, innovative products	34	Millennials, Tech-savvy
Beta Inc	Cost-effective, reliable service	25	SMBs, Cost-conscious buyers
Gamma Solutions	Premium offerings with customer support	18	Large enterprises

3. Positioning Map

Brand	Price	Quality	Unique Selling Proposition
Alpha Corp	High	High	Advanced technology features
Beta Inc	Low	Medium	Affordable pricing
Gamma Solutions	High	High	Superior customer support

4. SWOT Summary

Competitor	Strengths	Weaknesses
Alpha Corp	<ul style="list-style-type: none">Cutting-edge technologyStrong brand presence	<ul style="list-style-type: none">Higher pricingComplex user experience
Beta Inc	<ul style="list-style-type: none">Low price leaderLarge SMB customer base	<ul style="list-style-type: none">Limited innovationAdequate, not excellent, service
Gamma Solutions	<ul style="list-style-type: none">Premium serviceComprehensive support	<ul style="list-style-type: none">Higher costSmaller market share

5. Insights & Opportunities

- Gap in affordable high-quality options for small businesses

- Potential to differentiate with user-friendly, tech-enabled services
- Branding opportunities in “customer-centric” positioning