

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