

Competitive Strengths and Weaknesses Assessment

Business/Organization: _____

Date: _____

Key Factor	Our Company Strength/Weakness (1-10)	Main Competitor Strength/Weakness (1-10)	Comments
Product Quality			
Pricing			
Brand Reputation			
Customer Service			
Distribution/Reach			
Innovation			
Other:			

Summary & Next Steps

Write a brief summary, insights, or action points...