

Competitor Profile Analysis Template

General Information

Competitor Name	<input type="text" value="Enter Name"/>
Website	<input type="text" value="Enter URL"/>
Location(s)	<input type="text" value="Headquarters/Regions"/>
Founded Year	<input type="text" value="Year"/>
Key Contacts	<input type="text" value="CEO, Founder, etc."/>

Market Positioning

Target Market / Customers

Describe target customers and segments

Unique Value Proposition

What sets them apart?

Brand Perception

How are they perceived in the market?

Product & Service Offering

Product/Service	Features	Pricing	Notes
Name	Main Features	Price/Model	Additional notes
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Financial Overview

Metric	Value	Source/Notes
Annual Revenue	e.g. \$10M	Source/Notes

Number of Employees	e.g. 250	Source/Notes
Market Share	e.g. 15%	Source/Notes

Strengths & Weaknesses

Strengths	Weaknesses
List key strengths	List main weaknesses

Strategic Initiatives

What are the main initiatives, projects, or strategic moves (recent and upcoming)?
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Industry Benchmarking

Criteria	Our Company	Competitor	Notes
E.g. Pricing	-	-	Benchmark notes
E.g. Product Features	-	-	Benchmark notes
E.g. Customer Service	-	-	Benchmark notes

Key Insights & Opportunities

Summarize major insights and suggested opportunities for improvement
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