

Competitor Profile Analysis Template

General Information

Competitor Name	<div>Enter Name</div>
Website	<div>Enter URL</div>
Location(s)	<div>Headquarters/Regions</div>
Founded Year	<div>Year</div>
Key Contacts	<div>CEO, Founder, etc.</div>

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
<div>Name</div>	<div>Main Features</div>	<div>Price/Model</div>	<div>Additional notes</div>
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Financial Overview

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

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

Strengths & Weaknesses

Strengths	Weaknesses
<div>List key strengths</div>	<div>List main weaknesses</div>

Strategic Initiatives

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

Industry Benchmarking

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

Key Insights & Opportunities

Summarize major insights and suggested opportunities for improvement