

Competitive Analysis Report

Annual Marketing Review

1. Executive Summary

[Insert a concise summary of key competitive insights and recommendations.]

2. Objectives

- [Objective 1]
- [Objective 2]
- [Objective 3]

3. Market Overview

[Brief market description and major trends.]

Market Segment	Size/Share	Growth Rate	Key Characteristics
[Segment 1]	[Value]	[Value]	[Details]
[Segment 2]	[Value]	[Value]	[Details]

4. Competitor Identification

Competitor	Product / Service	Market Position
[Company A]	[Product/Service]	[Position/Share]
[Company B]	[Product/Service]	[Position/Share]
[Company C]	[Product/Service]	[Position/Share]

5. SWOT Analysis

	Company	Competitor A	Competitor B
Strengths	[List]	[List]	[List]
Weaknesses	[List]	[List]	[List]
Opportunities	[List]	[List]	[List]
Threats	[List]	[List]	[List]

6. Competitive Positioning

1. [Detail key differences in value propositions]
2. [Current positioning versus competitors]
3. [Summary of strengths/weaknesses]

7. Marketing Strategies Comparison

Strategy	Company	Competitor A	Competitor B
Product	[Details]	[Details]	[Details]
Promotion	[Details]	[Details]	[Details]
Place	[Details]	[Details]	[Details]
Price	[Details]	[Details]	[Details]

8. Key Findings

- [Finding 1]
- [Finding 2]
- [Finding 3]

9. Recommendations

- [Recommendation 1]
- [Recommendation 2]
- [Recommendation 3]

10. Appendix

[Additional data, charts or references.]