

Competitive Landscape Assessment

1. Industry Overview

Brief description of the industry, market size, key trends, and growth drivers.

2. Key Competitors

- Competitor A
- Competitor B
- Competitor C
- Competitor D

3. Competitive Comparison

Company	Market Share	Strengths	Weaknesses
Competitor A	30%	Strong brand, large distribution	Higher pricing, limited innovation
Competitor B	25%	Innovative products, flexible	Smaller scale
Competitor C	20%	Wide reach, affordable	Lower quality perception
Your Company	15%	Customer service, unique offering	Limited awareness

4. Opportunities & Threats

- Opportunities:** Untapped segments, emerging technologies
- Threats:** New entrants, regulatory changes

5. Summary & Recommendations

Concise summary of findings and actionable recommendations to improve market positioning.