

Competitive Analysis Outline

for Product Introduction

1. Executive Summary

- Purpose of Analysis
- Brief Overview of Product
- Main Findings

2. Market Overview

- Industry Description
- Target Market
- Key Trends

3. Competitor Identification

- Direct Competitors
- Indirect Competitors
- Potential New Entrants

4. Competitor Profiles

1. Company A

- Overview
- Product/Service Offerings
- Market Position
- Strengths & Weaknesses

2. Company B

- Overview
- Product/Service Offerings
- Market Position
- Strengths & Weaknesses

3. Company C

- Overview
- Product/Service Offerings
- Market Position
- Strengths & Weaknesses

5. Feature Comparison

- Key Features/Attributes Table
- Pricing Comparison
- Distribution Channels
- Marketing Strategies

6. SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

7. Strategic Implications

- Market Gaps
- Potential Differentiators
- Risks & Mitigation

8. Conclusion & Recommendations

- Summary of Key Points
- Action Items