

# 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