

Competitive Positioning Assessment Document

1. Executive Summary

[Provide a concise overview of the key findings and recommendations from the assessment.]

2. Objectives

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

3. Target Market Overview

- Primary Audience: [Description]
- Secondary Audience: [Description]
- Key Segments: [List of Segments]

4. Competitor Identification

Competitor	Description	Market Share
[Competitor 1]	[Short Description]	[Value]
[Competitor 2]	[Short Description]	[Value]
[Competitor 3]	[Short Description]	[Value]

5. Competitive Analysis

Factor	Our Product	Competitor 1	Competitor 2
Features	[...detail]	[...detail]	[...detail]
Pricing	[...detail]	[...detail]	[...detail]
Customer Service	[...detail]	[...detail]	[...detail]

6. SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
[Strength 1]	[Weakness 1]	[Opportunity 1]	[Threat 1]
[Strength 2]	[Weakness 2]	[Opportunity 2]	[Threat 2]

7. Positioning Statement

[Craft a unique positioning statement based on core strengths and market needs]

8. Action Items & Recommendations

- [Action Item 1]
- [Action Item 2]
- [Recommendation 1]