

Competitive Landscape Analysis

1. Overview

Brief overview describing the market, the key players, and the purpose of the analysis.

2. Key Competitors

Company	Product/Service	Market Position	Strengths	Weaknesses
Competitor A	Product 1	Market Leader	Strong brand recognition	Higher price point
Competitor B	Product 2	Challenger	Innovative features	Limited distribution
Competitor C	Product 3	Niche Player	Specialized expertise	Smaller customer base

3. Market Positioning

- Positioning summary of your company versus competitors
- Key differentiators
- Target audience comparisons

4. SWOT Analysis

	Your Company	Competitor A	Competitor B
Strengths	Example strength	Example strength	Example strength
Weaknesses	Example weakness	Example weakness	Example weakness
Opportunities	Example opportunity	Example opportunity	Example opportunity
Threats	Example threat	Example threat	Example threat

5. Key Findings & Recommendations

- Summary of key insights
- Actionable recommendations for your business
- Potential areas for improvement and growth