

Worksheet #7 – My Competition

	Competitor #1	Competitor #2
My two most important competitors are:		
Location – my competitors are located:		
Strengths – my competitors strengths:		
Weaknesses – my competitors weaknesses:		
Benefits – the benefits my competitors offer my customers which I do not or cannot provide are:		
My benefits - the benefits I offer my customers that my competitors do not or cannot provide are:		
Market Share - the share of the market my competitors hold:		
Price - the price my competitors charge for a similar product to mine:		
Product - description of my competitor's product:		

I will be able to compete in the market because:

When completed, add to the Marketing Section of your business plan.