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Competitive Analysis

Question	My Business	Competitor A	Competitor B	Competitor C	Notes- Comments
Products List your product name & description					
Price - Retail					
Price - Wholesale					
Quality of Product Are you the best, worst or just OK?					
Selection Is this connected to other great items?					
Service Do you provide full service throughout value chain?					
Stability Is your company stable?					
Expertise Who is considered the expert or leader in this product?					



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Question	My Business	Competitor A	Competitor B	Competitor C	Notes- Comments
Company Reputation Good or Bad?					
Location Where is the product sold?					
Packaging What is great about the packaging?					
Sales Method How is this product sold?					
Credit Policies How do customers buy this product?					
Advertising Is this product advertised – if so how?					
What is the key feature of this product?					
What would your customers say about this product?					



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Question	My Business	Competitor A	Competitor B	Competitor C	Notes- Comments
Who is the target market for this product?					

NOTES: