**Comparing Your Business with the Competition**

Write your top competitors’ names on the line for each column and rate them, and you for the factors indicated. Depending on your type of business, every category might not apply. Think critically about each factor. Honesty allows for the best improvement where it is needed. Rate each factor as: Excellent -3 pts; Good-3 pts; Poor-1 pt

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Product/Service** | **You** | **Competitor 1****­\_\_\_\_\_\_\_\_\_\_\_** | **Competitor 2****\_\_\_\_\_\_\_\_\_\_\_\_** | **Competitor 3****\_\_\_\_\_\_\_\_\_\_\_\_** | **Competitor 4****\_\_\_\_\_\_\_\_\_\_\_** |
| Target Markets |  |  |  |  |  |
| Benefits Advertised |  |  |  |  |  |
| Quality |  |  |  |  |  |
| Price |  |  |  |  |  |
| Location |  |  |  |  |  |
| Delivery |  |  |  |  |  |
| Follow-up Service |  |  |  |  |  |
| Availability |  |  |  |  |  |
| Convenience |  |  |  |  |  |
| Hours of Operation |  |  |  |  |  |
| Customer Service |  |  |  |  |  |
| Parking |  |  |  |  |  |
| Payment Terms |  |  |  |  |  |
| Guarantees |  |  |  |  |  |
| Reliability |  |  |  |  |  |
| Greatest Strength |  |  |  |  |  |
| Other (specify) |  |  |  |  |  |
| **Total** |  |  |  |  |  |