Outline of Competition Profile

1. **Cover Page**
   - Name of Company
   - Name of Team Members
   - Graphic (optional)

2. **Competitors**
   - List the competitors
   Source: Phone book, Internet, Industry Journals, newspapers, Chamber of Commerce
   Format: Bullet point

3. **Description of competitors**
   - What Products are offered by competitors?
   - What are the prices and price strategies used by competitors?
   - Where are the competitors located?
   - How do they get their products to the customer?
   - How do they communicate the features, benefits, pricing, specials of the products/services offered?
   - Describe the personnel used (skills, training, culture)
   - How does the personnel treat the customer
   Source: Site visits, phone calls, customer surveys, internet, talk with customers, talk with competitor staff and management.
   Format: Bullet point

4. **Comparison with Competitors**
   - Compare how the competitors meet the industry success factors relative to what you plan to offer.
   - Use competitor matrix format
   Source: Site visits, phone calls, customer surveys, internet, talk with customers, talk with competitor staff and management.
   Format: Bullet point and matrix

5. **Write a brief Analysis**
   - Who is your strongest competitor(s)?
   - Describe why they are your strongest competitor(s).
   - Describe how you will be different.
   Format: Paragraph format