

# Competitor Analysis Survey Form

## 1. General Information

Company Name

Main Product/Service

Location / Region

Market Segment Targeted

## 2. Product/Service Details

Key Features

Pricing Strategy

Unique Selling Points

## 3. Marketing & Distribution

Marketing Channels Used

Distribution Methods

## 4. Strengths & Weaknesses

Key Strengths

Main Weaknesses

## 5. Additional Observations

Opportunities

Threats

Other Comments