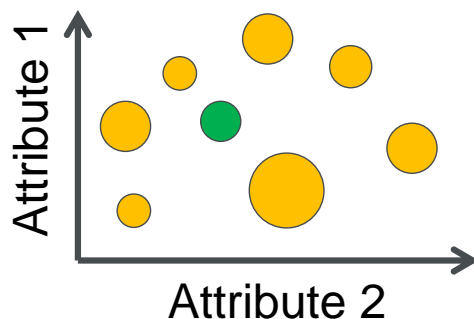# Competitive Analysis (CA)

Problem
How do you compare to the competition?

Difficulty

Work with an SME

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1. A **Competitive analysis** compares your competitors against your brand to identify differentiators, strengths, and weaknesses.
2. A **CA** identifies market opportunities and customer preferences, and supports market positioning, pricing strategies, and differentiation.

Multiple 2D charts can be drawn to compare "us" 🟢 vs "them" 🟠

- Vision / goals
- Information resources

Competitive Analysis Process

- Comparison to industry
- Next steps

1. Identify the audience for your competitive analysis
2. Identify your main competitors (between 5 and 10)
   A. Obtain information about them: market position, sales & marketing tactics, growth strategy, and other relevant business info
   B. Find their "4 P's": Product, Pricing, Place, and Promotional strategies
3. Create SWOT analyses (see 6in6 presentation) for your company and your competitors.
4. Analyze data to
   A. Identify key differentiators
   B. Make business recommendations
5. Update the CA quarterly (or monthly).

Competitive Analysis – Example – Generic

Suppose a team wanted to expand a consulting business in some field; how to determine the competitive landscape?

Typical information gathering

| | | Us | Competitors | | | |
			A	B	C	...
Company itself	Name / URL	x	x	x	x	
	Revenue by sector	x	x	x	x	
	Number of Employees and attrition rate	x	x	x	x	
	Number of customers	x	x	x	x	
Products	Products (or features) & prices	x	x	x	x	
	Distribution channels	x	x	x	x	
	Target audience	x	x	x	x	
	Market share	x	x	x	x	
	Quality	x	x	x	x	
	Promotional strategies	x	x	x	x	
Marketing efforts	Marketing channels	x	x	x	x	
	Customer service	x	x	x	x	
	Events	x	x	x	x	
SWOT	Strengths	x	x	x	x	
	Weaknesses	x	x	x	x	
	Opportunities	x	x	x	x	
	Threats	x	x	x	x	

Dot size represents revenue. . .

New Products per year — Number of employees

Quality — Price
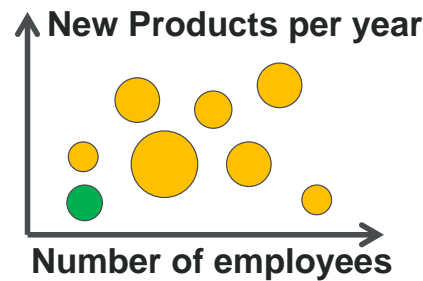
Create charts relevant to the business area …

Customers — Employees
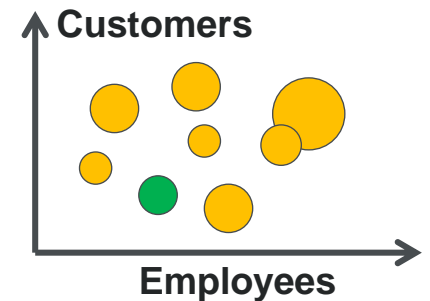
Therefore
- Our discriminators are: . . .
- Our next steps are: . . .

Competitive Analysis (CA) – Notes

Slide 1

1. The target audience is who will be reading the CA: An internal team? Stakeholders? Investors? Their needs are different.
2. A CA is especialy useful in highly competitive industries, for rapidly evolving markets, for products with low entry barriers or are easily replicated, and value-sensitive markets.
3. Business data and customer comments are available on: Facebook, Twitter, Linked In, Yahoo Finance, and many other sites.
4. While a CA is useful, spend an appropriate amount of time creating it. Sometimes it may be better to just focus on customer feedback.
5. Periodic updating a CA supports adapting to dynamic market conditions.
6. Websites have templates for CA components

Slide 2

1. This example has nothing specifically related to the stated goal of a consulting business, it just lays out a general framework.
2. The analysis to be performed on the data depends on the target audience and any specific questions that need to be addressed.

Recommended web sites for more information
- https://www.semrush.com/blog/competitive-analysis/
- https://www.mykpono.com/how-to-conduct-competitive-analysis