



Honesto
Competitive
Intelligence





	[YOUR COMPANY]	COMPETITOR 1	COMPETITOR 2
Overview & profile			
Competitive Advantage			

Find more at www.hcintell.eu



Target Market			
Market Share			
Marketing Strategies			

Find more at www.hcintell.eu



Products & Services			
Pricing & Costs			
Distribution Channels			

Find more at www.hcintell.eu



Strengths			
Weaknesses			
Opportunities			
Threats			



Task 1: Competitor Profile

Complete your competitor profile and a profile for your tmost important competitors – use the recommended sources to find the data and try and get as much info as possible.

Task 2: Competitive Advantage

Think about what makes your company different than your competitors. Next, do the same thing for your competitors. I Go one step further and actually talk to their customers.

Task 3: Target Market

Identify who your target market is (if you don't already know) and then do some research on your competitors to see who their target market is. A good place to start would be their website and looking at their advertising campaigns.

Task 4: Market Share

Complete a market share analysis.

Task 5: Marketing Strategies

Write down your current marketing strategies and any you have in the pipeline. Now get moving and see what your

competitors are doing – *give them a call*, do some research on their site – do whatever you can to become more familiar with their strategies.

Task 6: Product/Service Profile

Complete the product/service mix– rate your company then your competitors on a consistent scale of 1-10.

Task 7: Pricing and Costs

Answer all these questions about your company and your competitors. Pricing is an observable source so you should be able to get most of the answers by looking at your competitors offerings.

Task 8: Distribution Channels

Look at your company's and your competitor's distribution channels – how many channels and intermediaries are being used? Do they spend more time **in front of the clients?**

Task 9: SWOT Analysis

Complete a SWOT analysis for your company and your competitors.

Find more at www.hcintell.eu