

COMPETITIVE ADVANTAGE EVALUATION

Use this worksheet to quickly evaluate whether your advantage withstands the test of time. The more responses to the right-hand side of the form, the better. It's okay if you don't pass each one. Think about how you can add to your competitive advantage to make it even more sustainable.

ANSWER THE FOLLOWING QUESTIONS

Will your customers see a consistent, superior difference between your product/service and those of your competitors?

No difference **Huge difference**

How difficult will it be for competitors to imitate your advantages?

Not difficult **Very difficult**

Can your company constantly improve?

Little improvement **Extensive improvement**

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