

# COMPETITOR GRID

After you collect data on your competition, follow these steps to develop your Competitor Grid:

**1. Select the product or service or customer segment to focus on.**

If your competitors are the same across product or service lines or customer segments, skip this step.

**2. Narrow down your playing field if at all possible.**

Look closely at your top three competitors or groups of competitors. Add your organization to the list.

**3. Determine what your competitors' key strengths and weaknesses are.**

The factors can be customer service, pricing, quality, operations, resources, personnel, and so on. Develop a good understanding of likely changes your competitors may make in the near future. Use the information collected during your intelligence gathering.

**4. Summarize what each competitor's key point of differentiation is.**

Answer the question, "What is XYZ competitor great at?"

**5. Critically review your Competitor Grid to summarize themes to add to your opportunities and threats.**

Add your thoughts to your list of opportunities and threats. Use this information to develop strategies, strategic objectives and goals.

COMPETITOR	STRENGTH	WEAKNESS	DIFFERENTIATION
Themes:	(Summarize threats)	(Summarize opportunities)	