

Competitive Advantages Canvas

In two steps, conduct a competitive analysis to examine your competitive market. Then examine your strengths to identify your organization's competitive advantages.

Organization Name:

Date:

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Conduct a Competitive Analysis

Identify your competitors, why they win, why they lose, their bold vision of the future, what level of competition they are to your organization, and what competitive moves you can make against them.

Name or Group Create a list of competitors or groups of competitors.	Why Do They Win? Why do they win customers over you or the competition?	Why Do They Lose? Why do they lose in the marketplace?	What is Their Vision? What is their bold vision of the future (5-ish years)?	Competition Level Are they high, medium, or low competition for your organization?	Moves to Make What proactive competitive moves can you make against them?
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Identify Your Competitive Advantages

Examine your strengths to see if they are competitive advantages.

Our Core Strengths

A list of your core strengths you think might be competitive

Do Customers Value It?

Do your customers value this strength in the marketplace?

Hard to Imitate?

Can your competitors easily imitate or copy this strength?

Do Competitors Have It?

Do your competitors currently have this strength?

Competitive Advantage?

It must be valued by customers, hard to copy, and unique to you.

Our Core Strengths	Do Customers Value It?	Hard to Imitate?	Do Competitors Have It?	Competitive Advantage?
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