



## Competitor Analysis

Maintaining a current competitor analysis will allow you to identify potential areas of improvement for your organization, as well as any unmet needs which you could meet. Below are the steps to creating a comprehensive analysis of your competitors.

1. Define a reasonable mile radius your audience would drive for these services or products.
2. Make a list of all competitors within that radius
3. For each competitor, list the following:
  - a. Address
  - b. Miles from your office
  - c. Website
  - d. Hours of Operation
  - e. Strengths
  - f. Weaknesses
  - g. Opportunities for growth
  - h. What is similar to your business
  - i. What is different from your business

From this information, you will create a list of what services and products are being offered, what is being offered well, and what your audience is looking for.