**COMPETITIVE ANALYSIS**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Factor** | **My Company** | **Company A** | **Company B** | **Company C** | **Company D** |
| Established |  |  |  |  |  |
| Number of Employee |  |  |  |  |  |
| Employee Benefit |  |  |  |  |  |
| Company Location |  |  |  |  |  |
| Number of Products |  |  |  |  |  |
| Product Prices |  |  |  |  |  |
| Product Quality |  |  |  |  |  |
| Product Availability |  |  |  |  |  |
| Stores/Distributors/Resellers |  |  |  |  |  |
| Customer Services |  |  |  |  |  |
| Repair Centre |  |  |  |  |  |
| Brand Development/ Event/Promotion |  |  |  |  |  |
| Product Trends |  |  |  |  |  |
| Notes |  |  |  |  |  |

