

How Do I Measure Up? Competitive Matrix

Component	Your Company	Competitor #1	Competitor #2	Competitor #3
Amount of Similarity to Your Product/Service Offering				
Market Share				
Market Share Growth				
Annual Sales				
Success (1 to 10 – 10 being very successful)				
Strengths				
Weaknesses				
Target Market				
Competing Markets (Amount of Market Commonality)				
Location				
Price				
Product Line				
Product Comparison				
Features				
Performance/Functionality				
Durability/Life				
Serviceability				
Availability				
Perceived Quality				
Brand Recognition				
Reputation				
Supply Sources				
Amount of Resource Similarity				
Advertising Expenditure				
Advertising/Marketing Methods				
Company Alliances/Networks				
Innovation				
Company Health				

