

## Competitor SWOT analysis

Date last reviewed: DD/MM/YYYY				
Company	Strengths	Weaknesses	Opportunities	Threats
<b>Your company</b>	Out of everything you listed in your competitor intel worksheet, what do you outrightly do better than your competitors that distinguishes you? For example, industry-leading webinars that get engagement, skilled staff, a superior mobile app, customer traction, etc.	On the flip side, where did you lag behind your competitors? Remember, <i>every</i> company has weaknesses, whether that be customer service, wait time, lack of a feature, poor SEO rankings, etc.  <b>Tip:</b> when you're working through your strengths and weaknesses, remember to call out <b>perceived</b> strengths and weaknesses, too.	Based on your competitor and customer research, what trends or untapped markets are emerging that you could jump on? This could be anything from a new feature or market to press opportunities. Also, remember to look for areas of the business that can be optimized to open up/capitalize on an opportunity.	What could get in the way of your success either right now or in the future? Think about things like new competitors, a change in regulations, new technology, a shift in customer needs, areas where customer servicing costs can spike, etc.
<b>Competitor #1</b>	What are your competitors doing really well at that you're either not doing, or not doing	Where are your competitors' holes? Ideally, these should be backed up with evidence - like a trend	What opportunities are your competitors ready to seize? Or are they better placed to capitalize on any of	What threats stand in the way of your competitors' success? And thinking next level, how do your

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very well?

in customer reviews,  
for example.

*your* opportunities?

competitors pose a  
direct threat to you?  
For example, are they  
growing faster than  
you? Are they entering  
a new market? Or  
branching out  
overseas?

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**Competitor #2**

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**Competitor #3**

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