

COMPETITOR CANVAS

Company:	Completed by:	Date:
----------	---------------	-------

<p>MISSION/VISION</p> <p>The mission statement is a declaration of the organisation's purpose and objectives.</p> <p>The vision statement lays out where the company hopes to be in the future.</p> <p>This is usually available on their website in the "about us" section or their home page.</p>	<p>COMPANY INFORMATION</p> <p><u>Size</u> May be revenue.</p> <p><u>Employees</u> How many employees?</p> <p><u>Geographies</u> Which markets do they operate in?</p> <p><u>Portfolio</u> What else is in the portfolio for upselling and cross-selling?</p>	<p>PRODUCT INFORMATION</p> <p><u>Description</u> How do they describe their product either on the product page of the website or on the packaging?</p> <p><u>Key features</u> What features are they promoting most heavily?</p> <p><u>USP and positioning</u> How do they position the product and define their competitive advantage?</p>	<p>BUSINESS MODEL</p> <p><u>Fee structure</u> Where does their revenue come from? Do they have more than one revenue source?</p> <p><u>Price</u> What is it? How does it compare to other competitors?</p> <p><u>Distribution channels</u> How do they sell the product?</p>
<p>MARKET SEGMENTS</p> <p>Which segments are they targeting? Do they prioritise certain segments?</p> <p>What's their market share in each segment?</p> <p>What's their reputation in each segment?</p>	<p>CUSTOMER FEEDBACK</p> <p>General feeling about the brand and the product.</p> <p>Response to pricing, after-sales support.</p> <p>Where are they strong in the eyes of the customer?</p> <p>Where are they weak in the eyes of the customer?</p>	<p>VALUE PROPOSITION</p> <p>Capture the value they bring to their markets.</p> <p>What problems are they solving?</p> <p>What needs are they meeting?</p> <p>How well do they do it?</p> <p>How do they compare to others in the market?</p>	<p>FINANCES</p> <p><u>Funding</u> How are they funded? This can be tricky to get hold of.</p> <p><u>Revenue</u> Financial information can usually be found in the annual report.</p> <p><u>Profitability</u> A key measure if you can find it.</p>