
Competitor analysis template

This ThinkBusiness.ie Competitor Analysis Template gives you the opportunity to conduct a detailed analysis of your business competitors.

All instructions in brackets and italics – [*like this*] – are intended to assist you in completing the plan. To help you complete your template, you should refer to the accompanying [ThinkBusiness.ie Marketing Plan Guide](#) for additional information.

This template comprises two main sections:

1. Competitor profile: This is a detailed overview of who your competitor is, taking into account areas of interest such as:

- Summary profile, including social media channels used, location of the business, company background, employment numbers, market share, customers and financial information
- Pricing, including refund policy, discounts, terms and conditions, and distribution, if relevant
- Marketing and communications, including key messages, tagline and advertising
- Strengths and weaknesses

2. Competitor analysis: This gives you the opportunity to compare your business with that of your competitor in terms of critical success factors (CSFs). You can identify CSFs for the market in which you operate, then compare your business with that of your competitor in terms of these CSFs, using a scoring system.