

Marketing Plan: **Competitive Comparison**

Rate each characteristic for your business and for your competitors. Use positive (+), neutral (0), or negative (-) for each characteristic **based on how you think your CUSTOMERS would perceive them**. Ratings estimate should compare all the businesses with "average" receiving a rating of "0".

	My Business	Competitor 1	Competitor 2	Competitor 3
Benefits & Features				
Pricing				
Products Size/Mix				
Market Strategy				
Business Model				