

## 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      |             |              |              |              |