

Competitive Analysis Matrix

Use this matrix to help select and analyze your top 5 strengths (your numbers 1's) and top 5 weaknesses (your number 5's) in order to complete Item 8 above. First, rearrange the Competitive Factors listed below in their priority of importance to your business. Then rank your business as compared to other businesses on a scale of 1 (best business) to 5 (worst business) for each Competitive Factor.

Competitive Factor	My Business Ranking	Competitor A Ranking	Competitor B Ranking	Competitor C Ranking	Competitor D Ranking
Location					
Market Area					
Selection					
Uniqueness					
Prices					
Quality					
Sales Personnel					
Customer Service					
Delivery					
Credit Policy					
Marketing Strategy					
Facility and Atmosphere					
Public Image					
Size					
Age of Business					
Other (identify)					
Other (identify)					

My Top 5 Strengths:

1.

2.

3.

4.

5.

My Top 5 Weaknesses:

1.

2.

3.

4.

5.