**Competitor SWOT analysis**

| **Date last reviewed:** DD/MM/YYYY |
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| **Company** | **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| **Your company** | Out of everything you listed in your competitor intel worksheet, what do you outrightly do better than your competitors that distinguishes you? For example, industry-leading webinars that get engagement, skilled staff, a superior mobile app, customer traction, etc. | On the flip side, where did you lag behind your competitors? Remember, *every* company has weaknesses, whether that be customer service, wait time, lack of a feature, poor SEO rankings, etc.**Tip:** when you’re working through your strengths and weaknesses, remember to call out **perceived** strengths and weaknesses, too. | Based on your competitor and customer research, what trends or untapped markets are emerging that you could jump on? This could be anything from a new feature or market to press opportunities. Also, remember to look for areas of the business that can be optimized to open up/capitalize on an opportunity. | What could get in the way of your success either right now or in the future? Think about things like new competitors, a change in regulations, new technology, a shift in customer needs, areas where customer servicing costs can spike, etc. |
| **Competitor #1** | What are your competitors doing really well at that you’re either not doing, or not doing very well? | Where are your competitors’ holes? Ideally, these should be backed up with evidence - like a trend in customer reviews, for example. | What opportunities are your competitors ready to seize? Or are they better placed to capitalize on any of *your* opportunities?  | What threats stand in the way of your competitors’ success? And thinking next level, how do your competitors pose a direct threat to you? For example, are they growing faster than you? Are they entering a new market? Or branching out overseas? |
| **Competitor #2** |  |  |  |  |
| **Competitor #3** |  |  |  |  |