|  |  |  |  |
| --- | --- | --- | --- |
| **Competitors’ Name** |  |  |  |
| **Years in Business** |  |  |  |
| **Product description**  (sizes, packaging, etc.) |  |  |  |
| **Distribution method(s) and locations** |  |  |  |
| **Positioning (image)** |  |  |  |
| **Brand identity/**  **customer recognition** |  |  |  |
| **Amount produced** |  |  |  |
| **Market share** |  |  |  |
| **Strengths & competitive advantage** |  |  |  |
| **Weaknesses & disadvantages** |  |  |  |
| **Price (s)** |  |  |  |
| **Other/Notes** |  |  |  |