

Competitor Analysis:

Who are your Primary Competitors? Direct or Primary competitors are companies who are marketing and selling to the exact same customers as you are in the same geographical region.

Who are your Secondary Competitors? Secondary competitors are those who are marketing and selling to similar people to you but not in your geographic area.

Who are your Indirect Competitors? Indirect competitors – people could spend their money on your product or service or they could spend it on something else entirely. For example, for someone who sells cars, the consumer may choose to purchase a motorbike instead.

Make a list of those 'substitute' products and or services for yours below.

How do you compare on Brand / Product / Service / Price?

Primary Competitors	Brand / Product / Service / Price
Secondary Competitors	Brand / Product / Service / Price