**RECOMMEDED QUESTIONS FOR COMPETITOR ANALYSIS:**

1. **Who do you see as your competition? Both direct and indirect?**

* **Brainstorm all likely competitors**

**Answer the following questions separately for each competitor:**

1. **Where are they competing? Locally, Regionally, Nationally?**
2. **How are they positioning themselves?**
3. **How stable is their position? Financial, Operational, Brand, etc.**
4. **How would you rate the quality of their workforce?**
5. **To what extent are they a real threat?**
6. **How would you evaluate their leadership team?**
7. **What are their strengths?**
8. **What are their weaknesses?**
9. **Are they particularly innovative? If yes, how?**
10. **Are they positioned for future success? If yes, why?**
11. **What is the “industry buzz” on their efforts?**
12. **How do you match up against them?**

**Separate, more general question:**

1. **Are there any other organizations that aren’t currently competitors, but could make a move into your space in the near future?**