



# ASSESSING YOUR COMPETITION

## ● Recommended Questions:



Who do you see as your competition (both direct and indirect)?

1 Brainstorm all likely competitors

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

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Answer the following questions separately for each competitor:

1 Where are they competing? Locally, Regionally, Nationally?

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2 How are they positioning themselves?

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3 How stable is their position? Financial, Operational, Brand, etc.

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4 How would you rate the quality of their workforce?

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5 To what extent are they a real threat?

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6 How would you evaluate their leadership team?

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7 What are their strengths?

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8 What are their weaknesses?

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9 Are they particularly innovative? If yes, how?

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10 Are they positioned for future success? If yes, why?

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11 What is the "industry buzz" on their efforts?

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12 How do you match up against them?

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