



Capacity Building
Solutions

ASSESSING YOUR COMPETITION



● Recommended Questions:



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

- 1 Brainstorm all likely competitors

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



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?



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To what extent are they a real threat?	
How would you evaluate their leadership team?	
What are their strengths?	
What are their weaknesses?	
Are they particularly innovative? If yes, how?	
Are they positioned for future success? If yes, why?	
What is the "industry buzz" on their efforts?	
How do you match up against them?	