



BIORACH  
MARKETING

# Competitive Analysis Template

	<u>Brand 1</u>	<u>Brand 2</u>	<u>Brand 3</u>
Competitor Name			
Motto/Tagline			
Mission & Vision			
Core Products/Services			
Unique Value Proposition			

	<u>Brand 1</u>	<u>Brand 2</u>	<u>Brand 3</u>
Brand Look & Feel			
Target Audience			
Where are they found? (Marketing & Advertising Channels)			
How do they get their customers?			

	<u>Brand 1</u>	<u>Brand 2</u>	<u>Brand 3</u>
Strengths			
Weaknesses			
Opportunities			
Threats			