# COMPETITIVE ANALYSIS

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| **CATEGORY** | **OUR COMPANY** | **COMPETING**  **COMPANY 1** | **COMPETING**  **COMPANY 2** | **COMPETING**  **COMPANY 3** | **COMPETING**  **COMPANY 4** |
| COMPANY NAME |  |  |  |  |  |
| LOCATION |  |  |  |  |  |
| TARGET CUSTOMER |  |  |  |  |  |
| REVENUE |  |  |  |  |  |
| FOUNDED |  |  |  |  |  |
| STRENGTHS |  |  |  |  |  |
| WEAKNESSES |  |  |  |  |  |
| BRAND PERSONALITY |  |  |  |  |  |
| MISSION |  |  |  |  |  |
| SERVICES |  |  |  |  |  |
| EMPLOYEES |  |  |  |  |  |
| PRODUCT |  |  |  |  |  |
| MARKETING |  |  |  |  |  |