

Competitor Snapshot Worksheet

Quick intelligence on your direct market competitors

Gather key facts about competitors to identify gaps, threats and opportunities in your market positioning and service delivery.

Competitor Basics

List three direct competitors and note their core business focus and market position.

Competitor Name	Main Services	Target Market	Years Operating

Visible Strengths and Gaps

For each competitor, identify what they do well and where they appear weak or absent.

What capabilities or services do they emphasise in their marketing?

What customer problems do they NOT appear to address?

Where do they seem to underinvest or underperform?

Pricing and Offer

Document their pricing structure, payment terms, and any unique value propositions you observe.

Competitor	Price Range/Model	Unique Offer	Payment Terms

Your Advantage

Based on the gaps above, list two to three concrete advantages you can build or emphasise.

What can you do faster, cheaper or better than these competitors?

What customer need are you positioned to fill that they miss?

Tip: Update this quarterly. Watch their website, social media, job ads and customer reviews for shifts in strategy or capability.