



# Competitive Overview Template

While every business will create and share information differently, we find that many organizations find value in a high-level, executive summary. It is designed to quickly outline your top competitor profiles, their strengths and weaknesses, and most importantly how intelligence can be used to positively impact your business.

The first few slides should document your competitors' profiles, making it easy for anyone in the organization to understand who your competitors are and why they are contenders. It also provides context for all subsequent reports you may share.

Competitor Overview				
COMPETITORS	Competitor Type	Description	Location	Number of Employees
COMPETITOR 1				
COMPETITOR 2				
COMPETITOR 3				

*Learn more about which competitors you should be tracking.*

Once you have established the landscape, it is time to summarize all your key findings into no more than a single slide per competitor. It is always important to remember this overview may be used across departments, disciplines, and levels

so it is best to be as concise as possible. However, it is equally important to convey why the intelligence is relevant, and the next steps you are planning. There is always space to link off into other analysis for different readers.

## Corporate Analysis Summary

### COMPETITOR 1

Key Learnings

- Acme Paper is the leading ferrous scrap processor in North America, now entering the paper manufacturing market
- Acme prices are 15% lower than Dunder Mifflin

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Opportunities

- Secure long term contracts with clients before Acme gains awareness
- Reinforce DM value and quality control messaging

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Threats

- Acme could steal small business market share if we don't adjust pricing
- Acme central location allows them to work the west coast more effectively

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Next Step

- Run renewal promotion with clients
- Review pricing & promotions model



Does competitive analysis sound daunting?

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the way you compete.