



## COMPETITOR SWOT ANALYSIS

The Competitor SWOT is a simple way to evaluate your strengths and weaknesses relative to a specified competitor and inform appropriate action you should take to close any performance gaps.

Competitor Name: \_\_\_\_\_

| We are superior | Both us and competitor excel | Neither excels | We are inferior |
|-----------------|------------------------------|----------------|-----------------|
|                 |                              |                |                 |

To complete the worksheet you will need to identify which attributes drive value for customers.

On a separate piece of paper, list all Customer Value Drivers in descending order of importance *to the customer*.

Using the 80:20 rule, review the Customer Value Drivers that you have identified and determine which 20% create 80% of customer value.

Allocate each Value Driver to one of the four columns in the above template.

Prepare Competitor Strategy, as follows:

1. **Enhance** those value drivers that you have placed in the 'we are superior' column, as these are a source of differentiation and competitive advantage.
2. **Maintain** those value drivers that you have placed in the 'both us and competitor excel', because there is little upside in you investing heavily in these areas. Rather concentrate on maintaining competitive parity.
3. The attributes in the column 'neither excels' indicate that neither party is satisfying customers in areas that are important to them. This therefore represents an opportunity to **develop new products and/or services**.
4. We need to **quickly fix** all the attributes that appear in the last column, "we are inferior' as these highlight our competitive weaknesses.

The Competitor SWOT informs your competitor strategy. Purchase the Competitor Analysis Process or check out our Strategic Fit Program. Also subscribe to our FREE newsletter, Strategic Insights.