Blackblot® PMTK

Competitor Analysis

<Comment: Replace the Blackblot logo with your company logo.>

Company Name:	<Enter company name>
Product Name:	<Enter product name>

Date:	<Enter creation date>
Contact:	<Enter contact name>
Department:	<Enter department name>
Location:	<Enter location>
Email:	<Enter email address>
Telephone:	<Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

Table of Contents

1. <u>Introduction</u>

   1.1.   <u>Document Objective</u>

The purpose of this document is to evaluate <Enter the competing company name>, its products, services, strengths, and weaknesses versus <Enter your company name>. <Enter the competing company name> is a competitor to <Enter your company name>.

Comparative competitor analysis provides input to prepare marketing collateral and sales tools and helps gain a better understanding of the competitive landscape. It is also used to support decision-making during strategic planning and product management.

<Comment: For clarification purposes, the Comparative Competitor Analysis is not a Product Comparison Table – it is an analysis of competing companies, partially via their products. Compare your company to (at least) the top three competitors.>

2. <u><Your Company Name></u>

   2.1.   <u>Section Objective</u>

This section provides background information on <Enter your company name>.

<Comment: To avoid hindsight errors, this section is designed to reflect the baseline information and perspectives that were in place when the document was prepared. It is also provided so that diverse audiences will be brought to the same level of baseline information.>

   2.2.   <u>Company – <Your Company Name></u>

<Describe your company and its product line. Provide a short paragraph.>

   2.3.   <u>Product – <Your Product Name></u>

<Provide a short, general description of your product, its purpose, and functionality. Explain how the product fits into the overall corporate product strategy.>

   2.4.   <u>Target Market Description</u>

<Concisely describe the market at which your product is targeted.>

   2.5.   <u><Your Company Name> Information Matrix</u>

Parameter	<Your Company Name>
Company Description	<Describe your company and its product line. Copy the relevant paragraph you earlier wrote in this document.>
Business Strategy	<Describe your company's business strategy relative to your product.>
Market Strategy	<Describe your company's market strategy relative to your product.>
Product Strategy	<Describe your company's product strategy relative to your product.>
Distinctive Strengths	<Describe the core business strengths of your company.>

Distinctive Weaknesses	\<Describe the core business weaknesses of your company.\>
Company Product	\<Describe your company's product.\>
Target Market	\<Describe the primary target market of your product.\>
Market Share	\<Describe the market share your product has in the primary target market.\>
Sales Volume	\<Describe the sales volume your product has generated in the primary target market.\>

3. <u>\<Competing Company Name\></u>

    3.1. <u>Section Objective</u>

        This section provides background information on \<Enter the competing company name\>.

    3.2. <u>Company – \<Competing Company Name\></u>

        \<Describe the competing company and its product line. Provide a short paragraph.\>

    3.3. <u>Product – \<Competing Product Name\></u>

        \<Provide a short, general description of the competing product, its purpose, and functionality. Explain how the product fits into the overall corporate product strategy of the competing company.\>

    3.4. <u>Target Market Description</u>

        \<Concisely describe the market at which the competing product is targeted.\>

    3.5. <u>\<Competing Company Name\> Information Matrix</u>

Parameter	\<Competing Company Name\>
Competitor Description	\<Describe the competing company and its product line. Copy the relevant paragraph you earlier wrote in this document.\>
Business Strategy	\<Describe the competing company's business strategy relative to the competing product.\>
Market Strategy	\<Describe the competing company's market strategy relative to the competing product.\>
Product Strategy	\<Describe the competing company's product relative to the competing product.\>
Distinctive Strengths	\<Describe the core business strengths of the competing company.\>
Distinctive Weaknesses	\<Describe the core business weaknesses of the competing company.\>
Competing Product	\<Describe the competing product.\>
Target Market	\<Describe the primary target market of the competing product.\>
Market Share	\<Describe the market share the competing product has in your primary target market.\>

| Sales Volume | <Describe the sales volume the competing product has generated in your primary target market.> |
| Threat Level | <Describe the perceived threat level the competing company poses to your company, relative to your product.> |

<Example:

Parameter	MICROSOFT
Competitor Description	*Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential.*
Business Strategy	*Leader in consumer and business software via mergers and acquisitions.*
Market Strategy	*Complete global market dominance.* *Competitive advantage: brand, product proliferation, and availability.*
Product Strategy	*Productivity (standards-compliant and feature-rich).*
Distinctive Strengths	*Strong brand, multinational, huge budgets, massive human resources, vast experience.*
Distinctive Weaknesses	*Litigation, bureaucratic, unethical competitor (perceived), unreliable (shipping delays), cumbersome processes, leadership failure (Internet, wireless).*
Competing Product	*Microsoft Solutions Framework (MSF) is a highly extensible, scalable, fully integrated set of software development processes, principles, and proven practices within Visual Studio Team System, guiding software project teams to deliver enterprise-ready solutions.*
Target Market	*Software professionals responsible for process automation and guidance within the software development life cycle (SDLC).*
Market Share	*Not Available.*
Sales Volume	*Not Available.*
Threat Level	*Low.*

>

4. Conclusions

4.1. Section Objective

This section describes the conclusions drawn following the comparative competitor analysis process.

4.2. Conclusions

<List each conclusion separately, explain why that conclusion was reached, and detail any supporting data.
Follow these guidelines:

- Review your company's business, market, and product strategies.
- Examine the content you have collected. Summarize your findings and opinions about what the information strategically means to your company.

- Formulate your conclusions clearly so that executive management can analyze and use them to make decisions.>

5. Action Plan
   5.1. Section Objective
   This section describes recommended action based on the drawn conclusions.

   5.2. Action Plan Items
   List of recommended activities:
   <Comment: Depending on the specific conditions of your current environment, your action plan items should help accomplish the following:
   - *Provide more value than the competition.*
   - *Help build a sustainable competitive advantage.*

   Particular to your market strategy, your action plan items should help accomplish the following:
   - *Generate favorable conditions and reasons for customers to bypass your competition and purchase your products.*
   - *Achieve your quantitative marketing objectives, such as increased market area penetration and market share.*
   - *Achieve your qualitative marketing objectives, such as increased customer satisfaction and improved quality perception of products.>*

   5.3. Action Item # n
   Conclusion: <Present the conclusion.>
   Recommended Action: <Establish the relevant course of action.>
   Goals: <Set attainable goals and metrics to measure the action's effect.>

   5.4. Action Plan Tracking Table

Action Item #	Date Started	Date Completed	Comments

6. Supporting Data
   6.1. Section Objective
   This section provides data supporting claims, assertions, assumptions, and statements made throughout this document.

   6.2. Assumptions
   <Describe any assumptions made while preparing this document.>

   6.3. Research Information
   <If relevant, describe and list the type and scope of research conducted while preparing this document.>

6.4. Product Diagram/Architecture

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>