

COMPETITIVE ANALYSIS

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|-----------------------------------|--|--|--|--|
| Company Name | | | | |
| web site | | | | |
| headquarters | | | | |
| date of origin | | | | |
| | | | | |
| annual sales | | | | |
| business model | | | | |
| customer awareness | | | | |
| global penetration | | | | |
| market position | | | | |
| market specialization | | | | |
| market strategy | | | | |
| miscellaneous | | | | |
| mission | | | | |
| philosophy | | | | |
| product availability | | | | |
| product quality | | | | |
| recent publicity | | | | |
| selling staff | | | | |
| share of heart | | | | |
| share of market | | | | |
| share of mind | | | | |
| slogan | | | | |
| technical assistance | | | | |
| unique value proposition | | | | |
| unique visitors to website | | | | |
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