

# SMALL BUSINESS COMPETITIVE ANALYSIS

	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
SUMMARY describe what you already know about your competitors			

Now do the research to add more detail to the following attributes.

TARGET CUSTOMERS			
PRODUCT OR SERVICE PRICING			
GENERAL MARKETING STRATEGY			
ONLINE MARKETING STRATEGY			
STRENGTHS			
WEAKNESSES			
COMPETITIVE ADVANTAGE			

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