|  |  |  |
| --- | --- | --- |
| **Criteria** | **Weighting** | **Your Competitor** |
| **Background** |  |  |
| **Unique Selling Point** |  |  |
| **Competitive Advantage (expert knowledge, early entry etc.)** |  |  |
| **HQ Location (city, country)** |  |  |
| **Year of Establishment** |  |  |
| **Market** |  |  |
| **Regions (countries, regions, communities)** |  |  |
| **Demographic (type of customer; farmer, school etc.)** |  |  |
| **Distribution (retail, direct-to-customer, partners etc.)** |  |  |
| **Marketing (TV, radio etc.)** |  |  |
| **Partnerships** |  |  |
| **Offering** |  |  |
| **Products** |  |  |
| **Services (installation, customer support etc.)** |  |  |
| **Price (per day/month, once-off etc.)** |  |  |
| **Payment Systems (M-Pesa etc.)** |  |  |
| **Payment Structure (PAYG, once-off etc.)** |  |  |
| **Size** |  |  |
| **Employees** |  |  |
| **Units Sold (units installed)** |  |  |
| **Revenue** |  |  |
| **Total** | **1.0** |  |

# Competitor Analysis Criteria

The below is the criteria we will use to analyse each competitor. For each criteria try find as much information as you can on it so when it comes to ranking each competitor against each other we can make the best decision.