



Module 2: Entrepreneurship and Business Management in Sustainable Fashion

3. Market Analysis: Competitive Analysis Template

Use this template to systematically analyze your competitors and gain insights into your market.

Competitor Name:

Product/Service Offering:

Target Market:

Strengths:

- What are the key strengths of this competitor?
- Consider factors such as brand reputation, product quality, market share, pricing strategy, and customer loyalty.

Weaknesses:

- Identify areas where this competitor is lacking.
 - Consider aspects like poor customer service, limited product range, higher costs, or slow innovation
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Opportunities:

- What opportunities exist that this competitor could leverage?
 - Look at market trends, emerging technologies, or underserved customer segments.
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Threats:

- What external factors could threaten this competitor's position in the market?
 - Consider new entrants, changes in consumer behavior, economic downturns, or regulatory changes.
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Pricing Strategy:

- How does this competitor price their products or services?
 - Is their pricing considered premium, mid-range, or budget?
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Marketing Strategy:

- How does this competitor market their products?
 - Analyze their advertising channels, messaging, promotions, and digital presence.
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Customer Feedback:

- What do customers say about this competitor?
 - Consider reviews, testimonials, and social media sentiment.
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Unique Selling Proposition (USP):

- What sets this competitor apart from others in the market?
 - Identify their key differentiators or unique offerings.
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Market Position:

- How strong is this competitor's position in the market?
 - Consider their market share, growth rate, and overall influence in the industry.
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This template provides a comprehensive framework for analyzing competitors, offering detailed sections that help you thoroughly understand their strengths, weaknesses, opportunities, and threats.