Competition Evaluation

Identify three potential competitors. Then, use the table below to list each competitor that you find for your indended product and fill in as much information as you can. Use a plus (+), minus (–) or equal (=) sign to indicate whether your business/product is at an advantage, disadvantage or neither for each measure.

+ means your business has the advantage
– means your business is at a disadvantage
= means your business is equal to your competitor

	Competition #1	+/–	Competition #2	+/–	Competition #3	+/–
Major Character–istics						
Price Range						
Access						
Availability						
Service						
Experience						