

Step 3: Competitor Analysis

	Factors	Question	Response	Example 1	Example 2	Example 3	Example 4
	Title	What is your product?		Chocolate Bar (Food Product Example)	Project Management Software (Digital Product Example)	Yoga Mat (Physical Product Example)	Home Cleaning Service (Service Product Example)
1	Top Competitors	Identify top players		Lindt, Godiva, Ghirardelli, Ferrero Rocher, Theo Chocolate	Asana, Trello, Monday.com, Jira, Microsoft Project	Lululemon, Manduka, Jade Yoga, Liforme, Gaiam	Handy, Tidy, Merry Maids, Molly Maid, The Cleaning Authority
2	Top Competitors' Strategies	What are the top competitors' digital marketing strategies causing their success (5-10 factors)		Premium packaging, Diverse flavor innovations, Strong brand storytelling, Strategic retail partnerships, Seasonal limited editions, Ethical sourcing initiatives, Experiential retail spaces, Effective social media engagement, Celebrity collaborations, Luxury gifting positioning	Intuitive user interface, Robust integration capabilities, Freemium model for user acquisition, Regular feature updates, Strong mobile app offerings, Excellent customer support, Comprehensive training resources, Industry-specific templates, AI-powered task suggestions, Flexible pricing tiers	High-quality, durable materials, Eco-friendly manufacturing, Attractive, modern designs, Partnerships with yoga influencers, Lifetime warranties, Specialized mats for different practices, Strong online educational content, Community-building initiatives, Customization options, Effective use of user-generated content	User-friendly booking platforms, Rigorous vetting of cleaners, Satisfaction guarantees, Flexible scheduling options, Use of eco-friendly products, Transparent pricing, Loyalty programs, Upselling of additional services, Strong local SEO strategies, Positive company culture for staff retention
3	Weak Competitors	Identify weak competitors		Local artisanal chocolatiers, Generic store brands, Outdated legacy brands	Open-source alternatives, Outdated desktop-only software, Overly complex enterprise solutions	Generic sporting goods store brands, Drop-shipped, low-quality mats, Overpriced "fad" brands	Uninsured individual cleaners, Poorly managed local companies, Overpriced luxury services
4	Weak Competitors' Mistakes	what are the weak competitors' digital marketing mistakes causing failure (5-10 factors)		Inconsistent product quality, Poor packaging design, Limited distribution channels, Lack of brand identity, Insufficient marketing, Failure to innovate flavors, Ignoring ethical sourcing trends, Poor online presence, Inadequate customer service, Failure to adapt to health trends	Clunky user interfaces, Lack of mobile support, Poor integration capabilities, Infrequent updates, Inadequate customer support, Overpricing for features offered, Lack of scalability, Poor data security measures, Inadequate onboarding processes, Failure to address specific industry needs	Use of low-quality materials, Lack of eco-friendly options, Poor grip and durability, Unattractive designs, Lack of size options, Poor customer service, Inadequate product information, Failure to engage yoga community, Overpricing without justification, Lack of warranties	Unreliable scheduling, Inconsistent cleaning quality, Lack of insurance and bonding, Poor communication with clients, Untrained or unvetted staff, Lack of proper equipment and supplies, No clear pricing structure, Poor handling of complaints, Lack of online presence, Failure to offer specialized services
5	Market Gaps	Which areas or features do you think the market needs or wants but the competitors don't have it?		Personalized nutrition-focused chocolates, Sustainable, plastic-free packaging, Interactive, tech-enhanced chocolate experiences	Industry-specific AI-powered insights, Enhanced data visualization tools, Integrated time-tracking and billing	Smart, connected yoga mats, Fully biodegradable options, Customizable mat designs	AI-powered cleaning assessment and planning, Integration with smart home systems, Specialized services (e.g., allergy-friendly cleaning)
6	Emerging Competitors	What new companies, startups, or alternative solutions have recently entered the market?		Bean-to-bar craft chocolatiers, Functional chocolate startups (e.g., nootropic-infused)	No-code project management platforms, AR/VR collaboration tools	Tech-integrated fitness equipment brands, Sustainable material innovators	Robot cleaning services, Gig economy cleaning platforms