**SMALL BUSINESS COMPETITIVE ANALYSIS**

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|  | **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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