



**Heart of Gold Entrepreneur Tool Box  
Competitive Analysis Worksheet**

**Use this worksheet to help you outline the content for the Competitive Analysis of your Business Plan!**

1. List out as many individuals or companies as you can find who offer products or services similar to what you're planning to offer through your business.

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2. Go through the list you made in question 1 and circle what you would consider to be your top five competitor. Write them here:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

3. Fill out the chart on the following page for each of the top five competitors. Take your time and do online research to make your info gathering as complete as possible.

Competitor Name	Primary Product or Service	Strengths	Weaknesses	Key Strategies	Advertising & Marketing Approaches	Target Market

4. Lastly, refer back to your Market Description Worksheet and have it on hand as you complete the detailed Competitive Analysis.