

	Competitor 1	Competitor 2	Competitor 3
Where is your competitor located?			
What are your competitor's annual sales?			
Who are the major managers and members of the board?			
Is the company owned or in partnership with any other corporations?			
What are the competitor's strengths?			
What are their weaknesses?			
What is the company's product line?			
How do the products compare to yours, in terms of functionality, appearance and any other criteria?			
What is their price structure?			
What are the company's marketing activities?			
What are the company's supply sources for products?			
What are the strengths and weaknesses of their sales literature?			
Is the company expanding or cutting back?			