

Competitor Comparison: Overview

One of the simplest methods to understand the competitive landscape is to simply capture key information about your competitors.

You can use a table to list the key success factors for your industry as well as competitors' product or service features.

It provides a visual and easy-to-reference source of information that may highlight strengths or weaknesses in their business.



Competitor Comparison

Instructions

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1. List your competitors
 2. Identify the key factors and main features of each competitor's solution
 3. Input information regarding each factor and feature availability (detail feature if possible)
 4. Add information around competitiveness, market share and any other performance measures

After doing this, you should have a better understanding of who your competitors actually are and how they are positioned in the market. You also have a good view with which to compare them against your own organization or product.









Competitor Comparison – List your competitors and identify the key factors and main features of each competitor's solution. Then add key information regarding each factor and/or feature availability.

		KEY FACTORS AND/OR MAIN FEATURES											
COMPETITORS													



Example: Competitor Comparison

Music streaming services

	Number of users	Price	Family price plan	Student discount	Songs	Offline playback	Share music/ playlists	Collaborative playlists	Watch music videos	Listen to podcasts	Read song lyrics whilst listening	See what friends are listening to	Console app	Desktop app
 Spotify	60 million (free) 15 million (paid)	\$10/month	\$5/month per person	\$5/month	30+ million	✓	✓	✓	✗	✓	✓	✓	PlayStation 4	✓
 Apple Music	15+ million (paid)	\$10/month	\$15/month for up to 6 people	✗	30+ million	✓	✓	✗	✓	✓	✗	✗	✗	✓
 SoundCloud Go	175m (free) ? (paid)	\$10/month	✗	✗	125+ million	✓	✓	✓	✗	✓	✗	✓	✗	✗
 TIDAL	3 million (paid)	\$10/month \$20 /month HiFi Audio	50% off per person	50% off	40+ million	✓	✓	✗	✓	✗	✗	✗	✗	✓
 Google Play Music	? (paid)	\$10/month	\$15/month for up to 10 devices	✗	35+ million	✓	✓	✗	With YouTube Red	✓	✗	✓	✗	✗
 Prime Music	10 million (paid)	Included in \$99/year Amazon Prime Membership	✗	\$49/year Amazon Prime Membership	1+ million	✓	✗	✗	✗	✗	✓	✗	✗	✓

