

# Doug Ringer

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## Competitor Analysis

- ✓ What is their 3 to 5 year history as a whole?
  - Revenue
  - Profit
- ✓ Market share comparison to you, like products, similar market?
- ✓ What is their size and scope?
- ✓ Is their market growing?
  - By how much?
- ✓ In what segments do you compete with them?
  - Major
  - Minor
- ✓ Analyze their key personnel
  - Background
  - Strengths
  - Weaknesses
  - Alliances
- ✓ How do they see our value and competitive advantage?
- ✓ Who are their customers?
- ✓ How is their relationship with our customers?
- ✓ How important is the division we are discussing to their entire company?
- ✓ What could they do that would significantly shift the market from us, to them?
- ✓ Perform a SWOT analysis from their perspective?