**COMPETITOR ANALYSIS WORKSHEET**

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| Name:  |  |

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| Business Name: |  |

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| Date: |  |

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| Competitor: |  | Their Product: |  |

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| Their Product Features: |  |

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| How does your product compare? What makes yours better? |  |

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| Competitor: |  | Their Product: |  |

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| Their Product Features: |  |

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| How does your product compare? What makes yours better? |  |

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