**Analyzing Your Competition**

Main Competitor #1

* What do they sell and how does it compare to your product(s)?
* What is their pricing?
* How do they advertise?
* What do they do to attract customers?
* What can you do to steal customers away from them?

Main Competitor #2

* What do they sell and how does it compare to your product(s)?
* What is their pricing?
* How do they advertise?
* What do they do to attract customers?
* What can you do to steal customers away from them?