



	Your Company	Direct Competitors		Potential Competitors	
		Competitor 1	Competitor 2	Competitor 3	Competitor 4
Overview & Profile					
Product and Services					
Competitive Advantage					
Distribution Channels					
Marketing Strategies					
Business Model Pricing and Costs					
Target Market					
Main Metrics Market share; Users; Downloads Speed of growth; Ratings					

SWOT Analysis

	Your Company	Competitor 1	Competitor 2	Competitor 3	Competitor 4
S					
W					
O					
T					

Competitive Positioning

