

GROWING YOUR OWN BUSINESS: A WORKBOOK

EXERCISE 3.19

COMPETITORS

	Current	Planned
What are the alternatives to your products/services?		
Who makes/sells these alternatives?		
Among these, who are your main competitors?		
What range of products/services do they have?		
What kind of choices do they offer customers?		
How broad is their range?		
What are their target groups?		

	Current	Planned
What are their future prospects?		
What are they good at and what are they not so good at?		
What implications do your competitors have for your products/services?		