

# GROWING YOUR OWN BUSINESS: A WORKBOOK

## EXERCISE 3.21

### PRODUCT/SERVICE COMPARISON

For each of your products/services, take the five features that your customers identify as being most important to them and decide whether your product is better (+), equal (=) or not as good (-) when compared to your three closest direct competitors' same/similar products/services.

Feature	Product/Service:								
	Competitor 1:			Competitor 2:			Competitor 3:		
	Better	Same	Not as good	Better	Same	Not as good	Better	Same	Not as good
1:									
2:									
3:									
4:									
5:									

What implications does this analysis have for your product/service?