|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Factors | MY Business | Strengths | Weaknesses | Competitor 1 | Competitor 2 | Competitors 3 | Importance to customers | Remarks |
| Products |  |  |  |  |  |  |  |  |
| Price |  |  |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |  |  |
| Selection |  |  |  |  |  |  |  |  |
| Service |  |  |  |  |  |  |  |  |
| Reliability |  |  |  |  |  |  |  |  |
| Expertise |  |  |  |  |  |  |  |  |
| Stability |  |  |  |  |  |  |  |  |
| Reputation |  |  |  |  |  |  |  |  |
| Location |  |  |  |  |  |  |  |  |
| Appearance |  |  |  |  |  |  |  |  |
| Employee |  |  |  |  |  |  |  |  |
| Company culture |  |  |  |  |  |  |  |  |
| Advertisement |  |  |  |  |  |  |  |  |
| Market growth |  |  |  |  |  |  |  |  |