 **Entrepreneurship 110 NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

 **Marketing Plan – Competitors April 2019**

**INSTRUCTIONS:** You will need to describe your potential competitors by addressing the following questions…

* **Identify 2 major competitors to your product and/or service… describe their company in terms of size, location, and name.**
* **List at least 2 strengths and 2 weaknesses to each competitor [complete this in the table format].**

***NOTE: Consider the product/service quality, price, image, location, etc…***

|  |  |  |
| --- | --- | --- |
|  | **Strengths** | **Weaknesses** |
| **Company #1** |  |  |
| **Company #2** |  |  |

* **Predict how your business will compete.**

**Put your answers in proper sentence/paragraph format in this word document (or Google Doc) with a title.**

**Be sure to include your logo. Print and put in your business plan binder. DUE AT THE END OF CLASS!**