

Cobalt Competitive Analysis Worksheet

Assessing the Competition

Your brand must compete with a number of similar brands — and clearly differentiate itself from them. This worksheet helps you evaluate your closest competitors and clarify how you differ.



Provide information for your company, then for each competitor. Be sure to complete both sides of the worksheet for a full understanding of your competitive landscape and how to position your company appropriately.

		Your Company			
COMPANY CHARACTERISTICS	No. of Employees				
	Founded				
	Public or Private				
	No. of Customers				
PRODUCT SPECIFICS	Products and Services				
	Pricing and Costs				
	Distribution Channels				
BRAND ATTRIBUTES	Tagline				
	Positioning				
	Logo				
	Colors				
MARKETING ACTIVITIES	Website(s)				
	Collateral				
	Emails				
	Campaigns				
	Other				
SOCIAL MEDIA	Twitter				
	Facebook				
	Instagram				
	LinkedIn				

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		Your Company			
SWOT ANALYSIS	Strengths				
	Weaknesses				
	Opportunities				
	Threats				