

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 | Competitor 1 | Competitor 2 | Competitor 3 |
|-------------------------|-----------------------|--------------|--------------|--------------|--------------|
| 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 | Competitor 1 | Competitor 2 | Competitor 3 |
|---------------|---------------|--------------|--------------|--------------|--------------|
| SWOT ANALYSIS | Strengths | | | | |
| | Weaknesses | | | | |
| | Opportunities | | | | |
| | Threats | | | | |