**Competitor analysis**

Use the template below to undertake a competitor analysis to compare your proposed business with those already in the market.

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| **Competitor** | **General notes** | **Points of comparison for example location, core target markets, product #1 price range, product #2 price range, etc.** |
|  |  |  |
| **Your business** |  |  |  |  |
| **Competitor A** |  |  |  |  |
| **Competitor B** |  |  |  |  |
| **Competitor C** |  |  |  |  |
| **Competitor D** |  |  |  |  |