

COMPETITOR ANALYSIS WORKSHEET

- 1 = Medical Sophistication (Quality)
- 2 = Cost Leadership
- 3 = Convenience/Availability
- 4 = Communications
- 5 = Focus
- 6 = Service
- 7 = Innovation
- 8 = Contracts
- 9 = Location
- 10 =
- 11 =
- 12 =

10																				
9																				
8																				
7																				
6																				
5																				
4																				
3																				
2																				
1																				
NA																				
	1	2	3	4	5	6	7	8	9	10	11	12								

On the vertical axis is a quality rating of 1-10 with 10 being the highest. On the horizontal axis is the factor analyzed as listed in the categories at the top of the page. Using a different color pen, or initial for each competitor and one for yourself, rate each competitor for each category with a dot or initial, then link the dots or initials with a line. Evaluate opportunities for competitiveness. For example, if competitors have better Locations, perhaps marketing Innovation or Availability is more opportunistic.

FORM M-4