## 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 =

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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.