

For every business, owners must decide who their competition is, what the competitors might do in the future, where the business has an advantage, and how changes in the market might affect business going forward. Without this analysis, the business risks building its product in a vacuum that does not win market share.

# COMPETITION ANALYSIS

# Analysis of the Competition



# COMPETITION ANALYSIS

Analysis of external market forces

Company, legal form, main location		
Core activity		
Product portfolio		
Annual revenue previous year / annual cases referred / sales closed		
Number of employees / hospitals / providers		
Business locations		
Main customer segment		
Distribution channels		
Marketing channels		
Strategy		
<b>STRENGTH/WEAKNESS</b>	<b>S:</b>	<b>W:</b>