

NAME _____

BUSINESS _____

DATE _____

THE MALTING HOUSE

DESIGN STUDIO

COMPETITOR ANALYSIS

COMPETITOR	IS YOUR COMPETITOR CONSISTENT WITH THEIR MESSAGE AND VISUAL IDENTITY ACROSS CHANNELS?	WHAT IS THE QUALITY OF YOUR COMPETITOR'S PRODUCTS OR SERVICES?	DOES THE COMPETITOR HAVE CUSTOMER REVIEWS YOU CAN READ, OR SOCIAL MENTIONS ABOUT THEM?	IN WHAT WAYS DOES THE COMPETITOR MARKET THEIR BUSINESS, BOTH ONLINE AND OFFLINE?
1				
2				
3				