

Competitive Map



To map the competitive landscape:

1. Start by determining the most significant competitors in your space. Narrow the list to the top 2-4 competitors.

1.	3.
2.	4.
2. Next determine which criteria your customer uses to make a purchase decision? What variables are most important? Define these as specifically as possible—instead of saying “customer service” you might say “speed of response to a problem” or “reliability of service”. Identify up to 8 variables that influence your customer’s purchase decision. Write these on the chart above, one per vertical line.

Remember these variables are what are visible and important to your customer; use the language they would use in describing them.

3. Next rank the identified competitors on each variable—from high to low. The better they perform on that variable (and presumably the more important it is to them in their strategy) the higher you rank them. Put a small dot or “x” as you rank them on each variable.