

**OVERVIEW**

In the recent months, [INSERT COMPANY NAME] has seen a gradual decline of its revenue. It has been lagging behind its main competitor, [SPECIFY NAME OF MAIN COMPETITOR] in sales and in overall performance. Two other competitors, [SPECIFY NAMES OF OTHER COMPETITORS] (“Competitor 1” and “Competitor 2”), are also gaining more because of their innovative marketing strategies.

While it is true that in current industry rankings, the company remains second to the main competitor, Competitor 1 and Competitor 2 are slowly encroaching on the company’s share of the market. A survey conducted last month indicated that a significant 27% of the market has expressed their likelihood of switching from their usual preferred brand to other brands, including that of Competitors 1 and 2.

This competitive landscape analysis has been performed and submitted in the hopes of helping the company gain better understanding of the current trends in the market and industry, and eventually shape and implement strategies and campaigns to make it more competitive with the other companies.

Contained herein are detailed information regarding the strategies adopted by Competitor 1 and Competitor 2, which have helped them gain their current status, which is expected to soon threaten the position of the company. For referential purposes, the Main Competitor is also included in the analysis. We aim to determine ways for the Company to be able to compete with the effectiveness and efficiency of the marketing strategies used by Competitor 1 and Competitor 2.

**SWOT ANALYSIS ON STRATEGY**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SWOT** | **Company** | **Main Competitor** | **Competitor 1** | **Competitor 2** |
| **Strengths** | * Relies on reputation. * [Add MORE] | * Superb product quality. | * Focus on environment. * Friendly campaigns. | * Use of social media in their campaigns. |
| **Weaknesses** | * Lack of creativity in expanding its reach strategically. | * Has not come up with new strategies for their products in a number of years. | * Small company, needs to reach out internationally. | * Too reliant on social media. |
| **Opportunities** | * Reach out to local communities to expand its market. | * Has the capital and the reputation to continue expanding its business. | * It knows its consumer very well. Only needs to expand its reach to continue growing its revenue. | * Social media continues to evolve. |
| **Threats** | * Too slow in adapting to change. | * Economic depression and price changes. | * Economic depression and price changes. | * Online security threats. |

**COMPETITIVE LANDSCAPE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Companies** | **Product Market Position** | **Product Strengths** | **Product Weaknesses** |
| Company | Well-known brand  The second biggest company in the industry  Not very creative  [ADD MORE DETAILS] | [ADD STRENGTHS] | [ADD WEAKNESSES] |
| Main Competitor | Most recognized brand  Pricey |  |  |
| Competitor 1 | Environment-friendly  Innovative |  |  |
| Competitor 2 | Social media  Trendy |  |  |
| [ADD MORE COMPETITORS] |  |  |  |

